

## JOB DESCRIPTION

<b>Job title</b>	Media Manager	
<b>Service/Department</b>	External Affairs	
<b>Sector/Function</b>	External Affairs	
<b>Reports to (Job title)</b>	Head of External Affairs	
<b>Grade</b>	Grade 4	
<b>Salary</b>	£40,000 (including Inner London Weighting)	
<b>Job purpose</b>	Maximise press coverage and help develop the organisation's presence, nationally and locally. Your work will build the profile Turning Point's learning disability, mental health and drug and alcohol services and also our B2B & B2C brands (Rightsteps and livelife) through a PR strategy which drives brand awareness and growth.	
<b>Key accountabilities</b>	<ul style="list-style-type: none"> <li>▪ Deliver the Turning Point media strategy, supporting services to share good practice and achieve positive media coverage and building our reputation and profile nationally</li> <li>▪ Deliver PR strategies for our commercial ventures brands, Rightsteps and livelife, in order to raise brand awareness and drive growth</li> <li>▪ Develop content for dissemination via press releases, reactive statements, social media and our websites ensuring that key messages align with our corporate strategy</li> <li>▪ Lead impactful national and regional media campaigns</li> <li>▪ Act as a first point of contact and coordinator for all media enquiries</li> <li>▪ Support reputational risk processes within our defined framework</li> <li>▪ Analyse the news agenda to identify media opportunities and risks</li> <li>▪ Monitor daily news coverage</li> <li>▪ Maintain the media centre on the website</li> <li>▪ Maintain a database of case studies of people we support and spokespeople providing briefing, training and coaching where necessary</li> <li>▪ Responsible for the on-call phone as part of a rota to ensure journalists are able to make contact 24 hours a day</li> <li>▪ Build long-term relationships with key journalists</li> <li>▪ Work with the wider External Affairs, Marketing and Internal Communications teams to provide integrated comms support</li> <li>▪ Work with external partner organisations on specific projects and campaigns</li> <li>▪ Preparing accurate records of Turning Point media coverage on a monthly, quarterly and annual basis</li> </ul>	
<b>Dimensions</b>	No. of direct reports	0
	Total staff responsibility	0
	Internal contacts	Staff across the organisation, including senior management, and people we support
	External contacts	Liaising with journalists and external communications teams
	Planning timescales	Usually of a weekly/monthly/quarterly basis
	Nature of problems solved	Cross organisational impact within a defined framework. Usually high visibility to problems solved.
	Financial authority limits	N/A