

**Engage  Britain**

**Head of Media Application Pack**  
**Job Ref: EBHM006**

Dear Applicant,

We are delighted that you are interested in joining Engage Britain. This is an exciting charity with funding to allow us to plan over a five-to-ten-year period.

We are building up our team and have already made appointments in various areas including communications, digital, projects and operations and are now looking for an exceptional Head of Media to join us.



Engage Britain has been set up to bring together people from across the country to find ways forward on the biggest challenges we face; challenges that affect everyone. We know that things like access to health and care services, how we recover from the effects of Covid-19 and ensuring opportunities for families living in poverty are hugely important, and that issues like immigration may split opinions. Sometimes challenges of this scale feel unsolvable; too big or too divisive to tackle. But we think the opposite. We believe that the people of Britain can and will come up with ways forward, by working together, trusting each other and learning from others.

Engage Britain will bring people together to share their skills, knowledge and experiences, and find answers to these challenges. But we won't stop there. We'll then work with people – communities, citizens, practitioners, politicians – to make these ideas happen. Ultimately, our ambition is to make Britain a better place for us all to live.

We are a flexible employer and welcome applications from candidates who might want to work flexibly. We are particularly interested in hearing from candidates who are based across the UK.

If, having considered this brief, you believe you have the skills and qualities we are looking for, we very much look forward to hearing from you.

**Julian McCrae**  
**Director**

# About Engage Britain

## Our approach

Engage Britain will put people at the heart of policy development, ensuring that those who are affected by policies can contribute their knowledge and experiences to their creation. Great ideas come from combining our different views, knowledge and experiences, so we'll bring people together to talk and listen. Where voices have been excluded or unheard, we'll make sure we're all equally involved in finding answers. Where the problem is rooted in our differences of opinion, we'll work together to build on the things we agree on.

As ideas emerge, we will test these ideas, learn from and re-test them until everyone is confident they will make a positive difference. And then we'll work together – with citizens, practitioners, communities and politicians – to make them happen and use them to improve people's lives.

Our differences are not something to be feared; our differences will enable us to create imaginative, practical and radical answers to the problems our country faces.

## Our work

How we approach the challenges our country faces needs to change – and fast. We believe that the people of Britain hold the answers. In local communities across our country, people are already providing radical, simple answers to tackle seemingly impossible problems. We need to transfer this energy and ingenuity to tackling the challenges facing the entire nation. The people of Britain understand the challenges we all have, and great ideas come from combining our different views, knowledge and experiences. By working with and learning from each other, we can together develop new solutions to our greatest challenges and make Britain a better place for us all to live.

In 2020, Engage Britain will start work on our first challenge. 'Health and care' has been identified as the top challenge facing the country through work Engage Britain has done with a variety of audiences. Our success will depend on those directly affected by the issues being central to our work. We will work in partnership with service users and practitioners, and with think tanks, advocacy organisations, academics and others in the health and care sector. At each stage of the project we will test emerging solutions with members of the public, practitioners, experts, politicians and policy-makers, so we ensure that they have mass appeal, are practical, implementable, affordable, and have political traction.

## Our vision

Within three years, Engage Britain will:

- Have proved the power of a new approach to policy making, with people engaging with each other to develop ways forward
- Have developed credible and inclusive ways forward, and have worked with others – whether charities, practitioners or the public – to bring them about
- Be at the centre of a network drawn from every level of society – people who share an interest in making Britain a better place for us all to live

## Find out more

You can find out more about us at <https://engagebritain.org/>

## Role profile

We are looking for a Head of Media to join the growing team at Engage Britain. This post will develop and lead Engage Britain's media relations across national, regional and sector press. Working closely with the Director of Engagement and Communications, the postholder will be responsible for overseeing media outputs, including media campaigns and the creation of proactive media opportunities, forging media partnerships and setting up and managing a press office.

### Job Description

- Working with the Director of Engagement and Communications, develop a high-quality, targeted media engagement strategy for Engage Britain to build recognition around our brand with a range of audiences across the UK
- Build and maintain strong relationships with a wide range of media, establish a proactive and reactive press office presence and build media partnerships as appropriate, to ensure Engage Britain's media relations are timely, consistent and help to achieve our objectives
- Develop, run, monitor and evaluate media campaigns, as well as a media relations programme that supports Engage Britain's day to day work
- Work closely with the Engage Britain team to ensure media engagement supports the ambitious aims of the organisation
- Support the Director of Engagement and Communications to ensure tone of voice and messaging is fit-for-purpose, checking this against brand research and other monitoring insights
- Identify and retain media partnership opportunities to help Engage Britain achieve its aims
- Develop appropriate media monitoring and keep the wider organisation up to date with relevant news
- Necessity to sometimes work outside of normal working hours as part of an on-call rota
- Stay up to date on best practices in media and communications strategies and innovations.

*This job description is a broad summary of the role; it does not cover every task which may arise within the post at various times. The postholder will be expected to work flexibly and carry out other duties as required from time to time. The role will also entail some travel, within the UK.*

### Person Specification

Please note that we expect candidates to demonstrate some, but not all, of the below capabilities:

#### Experience and Knowledge

- Significant media relations experience
- Excellent news sense and understanding of media across a wide breadth of outlets and sectors.
- Experience tailoring messaging and stories to reach different audiences across different sectors.
- Experience of building media partnerships and setting up a press office
- Desire to work at pace and keep abreast of the changing news and media landscape
- Deep understanding of strategic campaigns, news agenda, and digital landscape, and experience developing and managing campaigns with demonstratable results
- Robust knowledge of communication tools and techniques
- Experience of directing high impact, multi-audience media campaigns, working closely with wider communications team

**Skills**

- Creative in your approach and be able to demonstrate experience of delivering results to support high impact campaigns
- Effective communicator with strong stakeholder engagement skills
- Strong written and verbal skills, with excellent attention to detail

**Behavioural**

- Embraces an open culture and communicates well internally and externally
- Willingness to develop an active interest and get involved in wider organisational activities
- Team player
- Ability to form positive working relationships with a range of stakeholders
- Ability to work in a fast-paced changing environment
- Demonstrable passion and commitment to Engage Britain's mission and values

## Further information

<b>Who can apply:</b>	Applicants must be able to and be entitled to work in the UK and either i) be from the EU or European Economic Area (EEA) and have an entitlement to work in the UK or ii) already hold a relevant work visa
<b>Key dates:</b>	Closing date: Wednesday 23 September 2020, 09:00 Interviews: early-mid October (these include first and potential second interviews)
<b>Start dates:</b>	The start date will be as soon as possible following any notice period
<b>Terms:</b>	The successful candidate will join on a permanent contract subject to a three-month probationary period
<b>Salary:</b>	The salary will be up to £60,000 FTE and will be dependent on experience
<b>Benefits:</b>	Engage Britain has a pension scheme which you will be auto enrolled onto when you start your employment with the company. The contribution is a minimum 5% from employees and a fixed 5% from the employer
<b>Working hours:</b>	Standard working hours are Monday-Friday (09:00-17:30) 37.5 hours a week. However, you will on occasion be required to work outside of these hours  Engage Britain also welcomes applications from candidates who may wish to work part-time or flexible hours
<b>Location:</b>	We welcome applications from candidates based across the country. Our office is in London and we are open to a flexible location arrangement
<b>Annual leave:</b>	Annual leave is 30 days in addition to the usual bank holidays. Annual leave and bank holidays will be pro-rated for non-full-time posts
<b>Equal opportunities:</b>	Engage Britain is committed to ensuring that all job applicants and employees are treated equally and fairly. We also welcome and encourage applications from a range of backgrounds  Engage Britain collects equal opportunities monitoring information with applications. This information is anonymised and is only for monitoring purposes
<b>How to apply:</b>	To apply for this role please click <a href="#">here</a> . You will be taken to the beapplied online recruitment platform to complete your application. The system will also ask for you to attach your CV (please do not send CVs separately)

**Contact details:**

If you have any further questions about the role, please email: [recruitment@engagebritain.org](mailto:recruitment@engagebritain.org) and a member of staff will be in touch