

Hours:	Full-Time
Contract:	Permanent
Level:	2
DBS required:	No
Location:	London
Salary:	£29,000 (plus £3k London Weighting)

Media Officer - Policy & News

Purpose of the team

The Media Officer role sits within the Press, Policy and Public Affairs (PPP) Team. The PPP team promote the external influence of the charity by:

- Delivering media coverage to promote our work, campaign on issues we care about and attract applicants to join our programme.
- Managing relationships with Government and political parties and build a network of policy and education sector contacts.
- Create and influence policy in support of our vision.

The team sit within a wider Communications Department and our work is integrated with, and planned across, all our communication channels.

Purpose of the role

You will play a key role in raising awareness of educational disadvantage and Teach First's role in addressing it. You will develop and implement strategies to raise awareness of our work in the media, position Teach First as a leading voice on education in the media and help influence policy and public attitudes.

You will working closely with colleagues - particularly policy and public affairs colleagues - to develop media messages, monitor news and debates, respond to external opportunities, and protect our reputation.

Where necessary, you will work across portfolios, and support fellow Media Officers to promote our recruitment work and fundraising/corporate partnerships work when needed.

At this level you will:

- Report to the Media Manager, and work alongside two other Media Officers
- Be responsible for developing and delivering media strategies
- Manage relationships with key external and internal stakeholders, including in the media

Your responsibilities will include to:

- Develop and implement media strategies that raise awareness of our work amongst the public and policy influencers
- Build and maintain relationships with journalists including in education sector, national and regional outlets
- Develop media messaging, statements, briefings and FAQs
- Secure and develop case studies to help promote our work in the media and through other channels

- Monitor external events and policy debates, and use these to promote our work and/or policy positions
- Identify opportunities and support senior staff to speak to the media and to take part in interviews, including through briefings and training
- Respond quickly and confidently to a media queries, including taking part in an out of hours rota during some evenings and weekends
- Work in a collaborative way, and - where appropriate - contribute to a range of comms channels, particularly social media output
- Alongside other media officers, deliver a daily media briefing, maintain a forward planning grid, record and evaluate media coverage, and undertake other administrative duties
- When required, work outside the policy and news brief to support the other media officer's portfolios

The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business need. As part of the role you may be required to travel to other UK locations from time to time. You will may also be required to attend away days/retreats and the annual "Offsite" event which is mandatory for all employees.

Person Specification

Essential skills and experience:

- Experience of communicating complex policy issues through the media
- Knowledge of the education sector media and journalists
- Experience of developing and delivering media stories and securing significant media coverage
- Experience identifying and responding to external events to secure media coverage
- A strong news sense, and an understanding of the political and policy landscape
- Outstanding written and verbal communications skills, across a variety of audiences
- Commitment to delivering results, chasing opportunities and setting ambitious targets
- Experience of reputation and/or crisis management and dealing with hostile stakeholders
- Commitment to Teach First's vision of ending educational inequality

Desirable skills and experience:

- A good understanding of education policy debate and key influencers
- Experience of using audience insight to inform communications work
- Commitment to working in a collaborative way and across a variety of comms channels
- Experienced at social and digital tools include social media platforms, design tools, digital analytics

All our employees are expected to model [our values](#) and help others to do so.

Benefits

Teach First's core benefits include 27 days holiday per annum (3 of which must be taken during the one week holiday shutdown period between Christmas Day and New Year's Day), participation in the pension scheme via Salary Exchange (with an employer contribution of up to 6%), life assurance, income protection and private healthcare. Through our flexible benefits platform access to childcare vouchers, interest free travel season ticket loan, subsidised dental membership, health screening, discounted gym membership, travel insurance, GAYE and the option to buy/sell annual leave.

How to apply

To apply for a vacancy at Teach First you are required to complete an online application form. Please have your CV and covering letter ready to upload. If you are an internal candidate please apply via your HR Self Service menu after informing your line manager of your interest.

Next steps

We aim to provide feedback to all applications within 10 working days from the closing date. Please note that first round interviews will take place week commencing 26th February 2018 and second round interviews will take place week commencing 5th March 2018.