

# LIBERTY

## RECRUITMENT PACK: MEDIA MANAGER – (12-MONTH FTC)

Liberty is an independent membership organisation. We challenge injustice, defend freedom and campaign to make sure everyone in the UK is treated fairly.

We are campaigners, lawyers and policy experts who work together to protect rights and hold the powerful to account. We empower others to defend their own rights and the rights of their family, friends and communities.

Our principles are guided by evidence and expertise – not political agenda, profit or popular opinion. We're not afraid to speak uncomfortable truths or confront intolerance and abuse of power wherever we find it.

Our Communications Team works closely and collaboratively with journalists, grassroots organisations and campaigners to expose and challenge injustice and amplify the voices of people directly affected by the issues we campaign on.

Together we've been making the UK a fairer, more equal place since 1934.

POSITION DESCRIPTION	
<b>POSITION TITLE:</b>	Media Manager
<b>POSITION REPORTS TO:</b>	Communications Director
<b>SALARY:</b>	£40,400 - £48,480
<b>EMPLOYMENT STATUS:</b>	12-month contract
<b>HOURS:</b>	35 hours per week, plus some out of hours work
<b>LOCATION:</b>	Westminster, London <sup>1</sup>
<b>CLOSING DATE FOR APPLICATIONS:</b>	9am Friday 11 June
<b>INTERVIEW DATES:</b>	w/c 21 June

ROLE PURPOSE
An exciting new leadership role has been created at Liberty in what promises to be a pivotal year for human rights and civil liberties in the UK as we come out of the pandemic. The primary remit of this role is to ensure we secure quality media coverage for a campaign that sits at the core of Liberty's mission – the ability for ordinary people to stand up to power.

<sup>1</sup> Given the current Covid-19 crisis we have plans in place to complete the recruitment and onboarding process remotely. Candidates selected for interview will be able to discuss any specific requirements related to remote recruitment when contacted about the role.

Working closely with the Communications Director, the Media Manager will be responsible for devising, delivering, and supervising press plans on the campaign to safeguard the UK's human rights framework as well as Liberty's other 2021 campaigns.

This role demands someone who is highly organised and expert at time management as they will be expected to coordinate a busy press office alongside strategic planning. The post holder must be a creative self-starter who is goal-orientated, but who also has a good handle on strategic communications and an understanding of how to affect change through targeted and thoughtful media engagement.

Working closely with the Communications Director and the Digital Manager they will ensure Liberty continues to issue fast and effective responses to breaking Government announcements and emerging legislation so that Liberty leads the conversation on human rights in the UK.

The Media Manager will lead a team of two Media Officers and be responsible for the day-to-day smooth running of Liberty's busy press office. They will supervise incoming press queries, delegating a fair workload and ensuring that the press office's processes are followed and that the associated databases – such as the quote database and the coverage log – are maintained to a high standard.

This is an exciting role and a great opportunity to lead a dynamic press office in one of the UK's oldest and most effective human rights campaigning organisations.

## KEY RESPONSIBILITIES

### **Planning, collaboration and strategy**

- Working with the Communications Director, deliver Liberty's 2021 media strategy.
- Inspire, line manage and coach the media team to create and deliver press plans for Liberty's flagship campaigns and Liberty's legal cases, working closely with Liberty's legal team and policy and campaigns team.
- Work closely with the Communications Director and the Digital Manager to ensure press and digital complements each other and create integrated communication plans.
- Supervise the day-to-day running of the press office ensuring systems are maintained and new initiatives are developed when necessary eg media monitoring, press office queries etc.
- Look for ways Liberty could be improving its media and PR output and keep up-to-date with industry innovation and thinking.
- Responsible for integrating Liberty's anti-oppressive organisational strategy into Liberty's media engagement plans and associated press materials.
- Manage and supervise spokesperson training as required.
- Deputise for the Communications Director in their absence and support them on strategic thinking and planning, including managing reputational risk.

### **Media liaison and monitoring**

- Coordinate and monitor media enquiries ensuring a fair and balanced workload in the media team.
- Create and pitch exclusive stories and op-eds to national media as well as overseeing pitches from Media Officers – ensuring that there is a coordinated approach to Liberty's media contacts.
- Draw up a regularly briefing programme for national media contacts and the Director/relevant senior staff and develop and build relationships with media contacts across national, regional and specialist media.
- Create a plan for how Liberty sells-in and approaches media engagement, addressing the impact of remote working. Lead and role model the sell-in of news stories with a confident and persuasive communications style across phone and email.

- Supervise the creation of media lists that ensure maximum impact for campaigns.
- Knowledge and willingness to explore ways of reaching new audiences, ensuring press plans are targeting specific audiences related to Liberty's broader strategy.
- Supervise Media Officers in their delivery of media briefings and spokesperson coaching, offering advice on how to approach different media outlets and journalists relating to Liberty's wider strategic aims.
- Working with Communications Director help coordinate effective monitoring within the Comms team and across the organisation to ensure Liberty remains on top of and responsive to breaking news.
- Working with the Communications Director and the wider team, help identify opportunities inside and outside the organisation to create media stories that further Liberty's strategic objectives.

### Content creation

- Coordinate and the lead the creation of press materials including reactive and proactive quotes, comment pieces, press releases and spokesperson notes and take responsibility for sign off on such materials as appropriate.
- Work closely with Liberty colleagues and external contacts to ensure press materials accurately reflect Liberty's policy lines and campaign objectives, seeking appropriate sign off when necessary.
- Employ best practice strategic comms and value-based messaging, ensuring that Liberty's narratives speak in power with the communities, grassroots organisations and campaigners Liberty works with.
- Draft, proofread and edit content for Liberty's channels, as required.

### Other duties

- Manage and participate in the out-of-hours rota, ensuring Liberty's press office can always be reached and that those on call are prepared and able to respond.
- Keep up-to-date with developments in politics, human rights and civil liberties in the UK.
- Attend Liberty events, including occasional duties outside of office hours.
- Perform other duties as required by the Communications Director.

Selection Criteria		Essential	Desirable	Selection Method		
				App	Intvw	Task
Technical expertise & qualifications	PRCA or NCTJ qualification.		✓	✓		
Experience	Strong track record of securing national media coverage.	✓		✓	✓	✓
	Experience of devising and delivering national media plans as part of a campaign or campaigning organisation.		✓	✓		✓
	Experience of creating messages for social media channels and feeding into digital strategies.		✓	✓		
	Experience of briefing senior spokespeople and high-profile individuals for events and media interviews.		✓		✓	
	Line management or experience of staff supervision.		✓	✓	✓	

Selection Criteria		Essential	Desirable	Selection Method		
				App	Intvw	Task
<b>Knowledge / Skills</b>	Thorough understanding of press deadlines, the workings of newsrooms and the needs of national and regional print, broadcast and online journalists and media campaigning.	✓		✓	✓	✓
	Understanding of reputational risk and crisis management.		✓		✓	
	Interest and knowledge of strategic communications and value-based messaging.		✓	✓	✓	
	Understanding of and ability to evaluate media coverage.		✓	✓	✓	
<b>Competencies</b>	<b>Communication:</b> Ability to communicate complex legal and political arguments clearly and compellingly to a non-legal audience.	✓		✓		✓
	<b>Critical thinking:</b> Understands the need to see the bigger picture and to critically assess the contribution Liberty can make to the conversation.	✓		✓	✓	
	<b>Delivery:</b> Self-motivated and goal-orientated, with an inquisitive mind and willingness to take the initiative to achieve strategic objectives.	✓		✓	✓	
	<b>Creative and Leadership:</b> Ability to make sound judgment calls, think creatively, persuade and inspire others.	✓		✓	✓	
	<b>Collaboration:</b> Ability to build and maintain strong working relationships internally and with journalists, editors and producers.	✓		✓	✓	
	<b>Attention to detail:</b> Impeccable attention to detail and an accurate and careful approach to work.	✓		✓		✓
	<b>Perform under pressure:</b> Highly organised with the ability to manage competing priorities and work independently to meet deadlines and solve problems.	✓		✓	✓	
<b>Personal Attributes / Values</b>	Commitment to human rights and Liberty's cross-party, non-party status.	✓		✓	✓	
	Interest in and knowledge of UK media and politics, in particular issues around human rights and civil liberties.	✓		✓	✓	✓
	Commitment to anti-oppressive practices in building a fair, compassionate and diverse working environment.	✓		✓	✓	

## Important information

1. Application forms should be returned by email as Word or PDF documents to [HR@libertyhumanrights.org.uk](mailto:HR@libertyhumanrights.org.uk) **with the job title as the subject** no later than **9am Friday 11 June 2021**.

**Applications received after the closing date will not be considered.**

We also ask you to submit the diversity monitoring form, available from our website, but this is optional.

2. You will receive an automatically generated response confirming receipt. If you **DO NOT** receive this response within one to two hours of sending, please call 020 7403 3888 to check whether your application has been received - be sure to do so before the closing date.
3. Interviews are scheduled for the week commencing **21 June 2021** with a possible second round the following week. Shortlisted applicants will be contacted to arrange interview times. Details of the interview (location, members of panel etc) will be confirmed by email.
4. Applicants who have not been short listed will be notified by email. **Due to our limited resources, we are unable to provide feedback on applications.**
5. Interview panels will be made up of two to four people who will each ask the candidates questions. The questions are intended to allow you to expand on your application and to demonstrate to the panel how far you meet the essential and desirable requirements of the post. All candidates are asked a uniform set of questions (usually 5 or 6) and may also be asked follow up questions to clarify or expand on individual answers. At the end of the interview candidates will also have an opportunity to ask questions about the job, conditions of service, etc.
6. Shortlisted candidates may be asked to complete pre-interview tasks.
7. Once all interviews have taken place, shortlisted applicants will be contacted and informed of the outcome either by email or phone and offered the opportunity to receive feedback.
8. Liberty's offices are wheelchair accessible. If you have a special requirement for completing a task or attending an interview due to a disability, or attending a remote interview please contact us on 07946 208 774.