

UNISON

DEPUTY HEAD OF MEDIA MEDIA OFFICE REF: CCP/47

JOB DESCRIPTION

Grade: 3

Location: UNISON Centre, London NW1

Reports to: Head of media

Overall summary

UNISON is the UK's largest public service union, representing some 1.3 million people working in local government, the NHS, schools, police forces, utilities, the voluntary and community sector, and private companies providing public services.

The media office works closely with the union's communications unit, the general secretary's office, national departments and regional offices across a range of issues relating to public services and the people that provide them.

It liaises regularly with media teams at the TUC and other unions, developing and maintaining relationships with journalists across a wide range of media outlets, finding case studies to highlight the work of the union, and training staff and branches to get the most from dealing with the media.

The deputy head of media is part of a team of five with responsibility for providing advice and guidance to officers both at head office and in the regions, and to members on how to maximise media coverage in the print, digital and broadcast media.

You will work at a senior level, deputising for the head of media in her absence and ensuring effective media representation of UNISON campaigns and policies. This will involve the responsibility for media planning, for the maintenance and development of the media office's systems, and you'll be the main contact for the suppliers of services to the team. You'll also line manage the media assistant.

You'll devise strategies around the delivery of initiatives to promote a positive external and internal image of the union, and assist with the running of training courses involving staff from head office and the regions, and members from local branches.

You will work with colleagues across the organisation to ensure positive and effective media representation of UNISON campaigns and policies. You will handle media calls and enquiries, ensure the general secretary and other leading figures have a high and positive media profile, and project manage media work around the union's campaigns and initiatives.

You will contribute to the logging, reporting and evaluation of UNISON media coverage, and prepare proactive media initiatives using releases, comment pieces, social media, stunts, reports and case studies.

We're looking for a real people person with an excellent contacts book, who knows what makes a story, and how to devise campaigns that keep UNISON and the dedicated public servants who belong to it in the headlines – for all the right reasons.

You will have crisp writing skills, be a creative yet strategic thinker, be full of enthusiasm, possess excellent attention to detail, be persuasive, able to work quickly but accurately, have the ability to multi-task, and be an all-round ideas person.

You'll need to come up with innovative ways of highlighting the many issues facing the UK's public services – the growing crisis in the social care system, the impact of spending cuts on local services like youth clubs, children's centres and libraries, and the increasing pressures on the national health service, at a time when resources are scarce, but demand is growing.

You will have experience of project management, planning the media around national events and campaigns, writing media briefings, devising media strategies, and building strong relationships both inside and outside the union.

Key responsibilities:

Devise, project manage and deliver media and communication strategies to promote UNISON policies and campaigns.

Lead responsibility for managing the forward planning diary so that media activity is timed to maximise influencing potential.

Develop and maintain a network of influential media contacts to include commentators, political, social affairs and health correspondents to ensure UNISON is a 'go to' organisation.

Develop, support and advise members and senior officers on how best to publicise the union's messages, including damage limitation strategies where appropriate.

Create, update and maintain a comprehensive set of media briefings to cover all aspects of UNISON policy areas and campaigns.

Spot opportunities to insert UNISON ideas and solutions in the news by responding to the political news agenda.

Initiate and organise media opportunities and interviews with broadcast media, national, regional and specialist press to gain maximum positive coverage.

Research and write quotes, press releases, reports, media briefings, blogs, letters and articles, with the aim of promoting UNISON's profile and key messages to media outlets.

Build up a wide range of contacts from amongst the union's membership to act as case studies, and coach and support them through media interviews.

Brief national broadcast and print media, specialist and digital media on all aspects of UNISON's policies and campaigns.

Brief senior officers and the media on UNISON initiatives and policy lines. Ensure the general secretary and other leading figures have a high and a positive media profile.

Advise, coach and brief UNISON colleagues, including senior staff and members, on maximising the impact of the union's work in the print and broadcast media. Assist with the running of media training nationally and in the regions.

Prioritise and respond promptly to a broad range of media enquiries, including out of hours.

Negotiate the placing of articles, features, letters, columns and rights of reply in all relevant media outlets. Represent officers and members in any disputes with the media.

Manage the media element of UNISON conferences and external conferences.

Ensure that the media team's systems are used to the greatest effect, are kept up to date and deliver value for money.

Monitor newspapers, broadcast media, the wires and social media, and keep officers fully briefed on relevant developing news stories.

Contribute to the logging, reporting and evaluation of UNISON media coverage.

Commission and brief photographers and other professionals associated with UNISON campaigns.

Mentor and oversee the work of the two media officers and deputise for head of media in her absence. Line manage the media assistant.

Promote the aims and values of UNISON, and the union movement in general.

UNISON

DEPUTY HEAD OF MEDIA MEDIA OFFICE REF: CCP/47

PERSON SPECIFICATION AND SELECTION CRITERIA

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help interviewing panels judge the qualities of interviewees in a systematic and consistent way and in accordance with UNISON's equal opportunities policy. It is given to all job applicants for information.

Assessment code

A = application form

P = presentation

PI = panel interview

ST = selection test

Heading	Selection criteria	Assessment method
1. Knowledge	1.1 At least five years experience of professional media work, including reactive and proactive campaigning in a political environment.	A & PI
	1.2 Ability to use social media, media databases, spreadsheets and maintain and develop office systems.	A & PI
	1.3 In-depth knowledge of the written and broadcast media, and a keen understanding of the news agenda.	A, P, PI & ST
	1.4 Ability to draft media strategies and have a good media contacts book.	A, P & PI
	1.5 Empathy with the aims and values of the union movement, including a strong commitment to equalities and diversity.	A & PI
	1.6 Knowledge of Microsoft Office, Powerpoint, Excel, Outlook and the Gorkana media database.	A & PI
2. Thinking skills	2.1 Strategic management of effective	

	<p>campaigns, and managing media events.</p> <p>2.2 Proven experience in assimilating complex ideas and information and presenting it in media friendly and other campaign forms.</p> <p>2.3 Political sensitivity and judgement, including an understanding of the political landscape and how this has an impact on the media work of the union.</p> <p>2.4 Ability and willingness to be a team player, and to work on own initiative.</p>	<p>A, P & PI</p> <p>A, P, PI & ST</p> <p>A, P, PI & ST</p> <p>A & PI</p>
3. Interpersonal and communication skills	<p>3.1 Experience of researching, analysing data and producing press releases, briefing notes, background materials, articles and letters, and developing story lines.</p> <p>3.2 Excellent communication skills (both written and oral) including the ability to write clearly and concisely, brief journalists and officers.</p> <p>3.3 Ability to communicate and liaise with officers, branches, members, regions, departments and external suppliers.</p> <p>3.4 Creative, imaginative and personally confident.</p> <p>3.5 Ability to negotiate with suppliers and event hosts.</p>	<p>A & PI</p> <p>A, P, PI & ST</p> <p>A & PI</p> <p>A, P & PI</p> <p>A & PI</p>
4. Physical skills	<p>4.1 Able to work occasional additional hours and some weekends, and be part of the out of hours media rota.</p> <p>4.2 Keyboard skills</p>	<p>A & PI</p> <p>A</p>
5. Initiative and independence	<p>5.1 Ability to work to and meet tight deadlines, and prioritise work under pressure.</p>	<p>A & PI</p>
6. Staff	<p>6.1 Experience of line managing staff</p>	<p>A & PI</p>

Other Information

Completed application forms should be emailed to c.jeffries@unison.co.uk, quoting **ref: CCP/47**. Alternatively you can send a copy by post to Charlotte Jeffries, Media Office, UNISON Centre, 130 Euston Road, London NW1 2AY.

All applications must be received by **5pm on Thursday 13 July 2017**.

Interviews will be held on 21 July 2017 at UNISON Centre.