**JOB DESCRIPTION**

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| **Job Title** | Senior Media & Communications Officer |
| **Location** | All contracts are office based at our London Wall offices, we currently work a hybrid policy and expect staff to be in the office for a minimum of two days a week. |
| **Department**  | Marketing, Communications and Influencing  |
| **Reporting to** | Head of Media & Communications |
| **Main relationships** | Internal – Communications and Marketing teams, Digital team, CEO |
| **Salary** | £43,626 |
| **Benefits** | 30 days leave (plus Bank Holidays, and your birthday)  Matched company pension schemeLife assurance cover offering 4x death in service benefitCompany sick payTraining and development opportunitiesLearning and Wellbeing Grant (£500 per year) Employee assistance programmeSeason Ticket LoanPerks and discount platform |
| **About us** |
| Drinkaware is the UK’s leading alcohol charity with a vision of working together to reduce alcohol harm. We use our expertise to give governments, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause. We deliver public-facing campaigns and digital services, information and guidance, evidence-led advice to governments and industry and independent research, consumer insight and evaluationThe Drinkaware Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.Vision: Working together to reduce alcohol harm across the UKMission: Using our expertise to give governments, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause. Delivered though:* Public-facing campaigns and digital services, information and guidance
* Evidence-led advice to governments and industry
* Independent research, consumer insight and evaluation

Values: Solid Reasoning; Clarity with Empathy; Understanding and Connecting; Principled Partnership; Determination and Curiosity[www.drinkaware.co.uk](http://www.drinkaware.co.uk/) |
| **Purpose of the role** |
| The role plays a key role in developing and delivering our media & communication strategy both internal and external, supporting the Head of Media & Communications. The role is key in ensuring that the public, partners, stakeholders and our people are informed and engaged with the work of Drinkaware.The key areas of responsibility are:* Planning, implementing and evaluating Drinkaware’s media and communications activities
* Raising Drinkaware’s profile and voice in the media
* Working across the organisation to create engaging communications
* Leading on Internal Communications, developing and implementing communication plans to ensure staff are engaged
* Supporting the Head of Media and the Senior Leadership Team in managing reputational risk
* Supporting Social Media & Content Officer in developing and growing our social media channels (Facebook, Instagram, X and LinkedIn).
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| **Main Duties**  |
| * Manage Drinkaware’s press office, responding to enquiries, maximising coverage, drafting media releases and providing an out-of-hours system on occasion.
* Manage key organisational communications related to Drinkaware’s positions, in conjunction with the Head of Policy and Public Affairs and the Director of Evidence and Impact.
* Manage, review and update Drinkaware’s lines to take; its ‘boilerplate’ messages and its standard responses.
* Advise others on Drinkaware tone of voice and brand to help ensure all content leaving the organisation is on brand and enhances our reputation.
* Contribute to feeding media and strategic communications activity into the organisational planning process and overall plan.
* Contribute to key reference documents (organisational key messages; editorial guidelines etc)
* Deliver compelling content and plans to Drinkaware’s stakeholder audiences. Working with internal teams to target funders and other stakeholders including health professionals, police, local government and academics.
* Maximise our profile with B2B audiences via trade publications; social media and news outlets.
* Keep Drinkaware staff informed about Drinkaware coverage and other relevant coverage around alcohol and alcohol harm.
* Develop and maintain excellent relationships with external stakeholders and journalists and build a positive network with media counterparts in Drinkaware partners and stakeholder organisations.
* Work with Drinkaware colleagues to maximise our communications’ reach and ensure we are working in an efficient and integrated way.
* Work with the Head of Media and Communications to develop Drinkaware’s reputation positively across all media, mitigating reputational risk and leading on crisis management
* Work with Head of Communications to plan and deliver effective Internal Communications
* Support the Senior Social Media & Digital Content Officer in manging the Drinkaware social channels when required.

**Tone of voice** * Become expert in the Drinkaware Tone of voice, so you can advise others and spot errors
* Support the Creative Content Lead in embedding the Tone of voice across Drinkaware
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| **PERSON SPECIFICATION** |
| **Qualifications and/or experience*** Substantial experience in a press and communications role
* Proven track record of achieving high quality and quantity of media coverage.
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| **Essential Criteria / Key Skills*** Excellent writing skills
* A keen eye for detail and strong proof reading skills
* Highly organised, being able to keep track of several different pieces of work at one time.
* Confidence working individually and as part of a team
* A talented writer with a keen eye for detail; able to adapt style for various audiences and channels.
* Excellent written and verbal communications; able to translate complex issues in a clear and compelling way.
* Good understanding of brand and reputational risk and ability to advise on the best way to communicate and when not to communicate at all.
* Good process management skills; able to manage and document internal approvals processes.
* Excellent interpersonal and networking skills and confident working with internal and external stakeholders.
* Evidence of swift response to the news agenda to achieve coverage and promote organisational messages.
* Energetic and proactive; able to work on your own initiative and to take responsibility.
* Keen to be a team player in a small organisation.
* Well organised and able to prioritise work effectively.
* Solid understanding of the UK media landscape.
* Strong commitment to Drinkaware’s Values and to reducing alcohol-related harm.

**Desirable Criteria*** Experience of managing social media accounts
* Experience of adapting content for different audiences and channels
* Experience using CMS platforms
* Experience of creating content for social media
* Experience of or interest in the charity sector
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| **Special features of the role*** Drinkaware does not have an out of hours press office. However, you may occasionally have to take media related calls out of hours.
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*The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.*