

MEDIA EXECUTIVE

Location	Westminster, London
Reports to	Head of Marketing
Salary	up to £28,000 pro rata
Tenure	Part time 3 days per week (flexible); permanent contract on review

About the role

We're seeking a talented Policy Media Executive who can help deliver on Policy in Practice marketing and awareness generation activities, playing an important role in the next stage of growth. With [four front-pages in 2018](#), you will be joining an already successful team.

In this new role within the marketing team you will contribute to increasing our exposure in broadcast media, be that press, TV, or radio, as well as social media. You'll also broaden our reach by securing speaking engagements at sector events. Your success will be measured by growth in the number of people who visit our website, as well as the growth in our social media engagement.

We are looking for an excellent communicator and storyteller, possibly someone with a journalistic background, who knows how to identify, place and follow up a story. Working directly with the Head of Marketing and closely with the company founder and Chief Executive, you must clearly understand the role marketing and PR plays in delivering business growth.

You'll use your energy, personality and drive to build our relationships with key media contacts, securing coverage both proactively and reactively. You will also secure speaking engagements and, during their delivery, extend the reach by live online coverage via our social media channels. In doing so you will reach Chief Executives, Senior Directors, opinion formers and influencers in local authorities, housing providers and advice agencies, as well as within central government.

About us

We believe the welfare system can work more effectively and help people towards greater independence.

Government policy is complicated, confusing and ever changing. This makes the welfare system difficult to understand, to communicate and administer.

We simplify the welfare system for individuals and organisations. We help people understand how government policy affects them so that they can make decisions. Local authorities use our analytics to see how individual households are affected by the combination of national and local policy changes, now and in the future. Our tech engine models how the policies of different government departments affect

thousands of families on low incomes. We use a scientific approach to data visualisation to drill down to identify individual households most in need, show organisations where they should focus support programmes and help them track the effectiveness of their support.

We support over 80 local authorities, housing associations and work and health organisations to improve the future for many people across the country. We can track the living standards of over one million households, 1 in 8 of those who use the welfare system, via anonymised data sets. We were founded by one of the architects of Universal Credit and our analysis is widely covered in national press and media.

Our mission is to reduce poverty which we do through our:

- [Benefit and Budgeting Calculator](#) which provides personal budgeting support and helps people to grow their financial resilience without needing to be an expert in the welfare system
- [Data Analytics services](#) which help councils target resources more accurately, spend money more effectively and meet their statutory obligations

We strive to reach every household impacted by welfare reform to bring positive change to people's lives, now and in the future. We can only do this through our continued growth and development, and by recruiting the best people, so that we have the biggest influence on the impact of policies.

Job description

We are looking for someone with a strong background in communications, with exceptional judgement and excellent stakeholder management. You'll be confident and comfortable working with colleagues across remote locations, and able to work collaboratively in a fast paced and creative team.

Key responsibilities will include:

- Developing and delivering a calendarised PR plan
- Sourcing, drafting and pitching news stories and press releases to gain positive media coverage and reach our target audience via media channels
- Ensuring strong press engagement by maintaining and developing positive day-to-day relationships with key contacts including publishers, editors and advertising contacts
- Ensuring strong engagement with internal stakeholders, networking and communicating well to identify potential news stories and secure participation in media activity, where appropriate
- Identifying new media contacts, clients and sector opportunities
- Monitoring national and sector news stories, identifying appropriate coverage to share internally
- Helping to brand build on social media (Twitter, LinkedIn, Facebook, YouTube)
- Securing speaking engagements at sector events

As a strong team player you will also help execute other marketing team activity as needed.

Overview of required skills and behaviours

Company values	Individual key behaviours and values
<ul style="list-style-type: none"> ● Purposeful: know what you are doing, and why ● Passionate: we care not just about what we are doing, but also why ● Dynamic: we push for opportunities to improve, be creative and be innovative ● Insightful: we're sharp, we go beyond just the analytics to get to the "so what" ● Ambitious: not just for our clients or for ourselves, but also for those personally affected by welfare reform. The system can and should be better. We can and will be better 	<ul style="list-style-type: none"> ● Integrity: building on our reputation to date ● Self-motivated: to achieve your targets and help grow the business ● Commercial acumen: to be both realistic and ambitious in your role ● Target driven: to keep focused on sales and growth ● Team worker: happy to share and learn with colleagues

Overview of required experience

Essential	Desirable
<ul style="list-style-type: none"> ● 5+ years' experience in a PR or Communications job within the B2B space ● Excellent writing skills ● Experience of writing press releases ● Experience of implementing PR / comms campaigns ● Excellent communication and organisational skills; passion for detail ● A strong commercial outlook; results driven ● Experience of managing corporate social media channels (Twitter, LinkedIn, Facebook pages, YouTube) ● Flexibility to travel to events on occasion ● Proven ability to build good relationships and network with media, subject matter expert colleagues and clients ● Ability to learn quickly and absorb, distill and communicate complex information ● A genuine "do-er", someone who takes ownership and makes things happen ● Organised with excellent attention to detail ● Desire to work in a business with a social purpose ● Highly IT literate 	<ul style="list-style-type: none"> ● Knowledge and / or interest in the welfare system ● Knowledge or experience of local and national government and housing providers ● Knowledge and / or experience in local government or social housing ● Own professional social media presence ● Membership CIPR or similar ● Working knowledge of Wordpress, Active Campaign, GoToWebinar, Canva, SurveyMonkey, Slideshare, Eventbrite. ● Practical SEO experience and knowledge ● Creative and design literate

How to apply

Please send your CV with a covering letter that clearly outlines your suitability and interest in the post to admin@policyinpractice.co.uk. Hiring ASAP and we will close when we find the right candidate.