JOB DESCRIPTION

Post title:	Media and Stakeholder Relations Manager
Department:	Communications
Band:	3
Contract:	Permanent
Direct reports:	Band 2s, depending on experience
Office base:	Finsbury Tower, London EC1

JOB PURPOSE

To play a key role in the Communications team by leading on the HFEA's media relations; developing strategies, managing relationships with journalists and briefing senior staff. Working closely with the Policy team and other HFEA departments, the post holder will also oversee external stakeholder relations ensuring a co-ordinated approach across the organisation.

KEY RESPONSIBILITIES

Media Relations

- To proactively promote and present the HFEA's work through all media channels, maintaining good relationships with the media and developing proactive approaches and strategies
- To ensure effective briefing to the media through distributing press releases, arranging interviews and ensuring that relevant HFEA staff and members are well briefed and prepared
- To be responsible for monitoring press coverage and informing Authority members and HFEA staff as appropriate
- To develop, recommend and implement strategies to handle individual campaigns and projects
- To ensure effective 24-hour press office function, participating in the on-call rota during weekends and bank holidays.

Stakeholder Relations

- To act as senior co-ordinator to manage external stakeholder relations at the HFEA. This will include overseeing the management of stakeholder groups, public events and working with the Director of Strategy on stakeholder engagement strategy.

General

- To line manage at least one member of staff, equipping them through appraisal and support, with the confidence and skills to fulfil their tasks to achieve stretching levels of performance. To provide development opportunities to maintain their growth and, through the revision and review of performance measurement and management processes.

- To manage communications projects and carry out other communications work where required.

Person Specification

Essential	Desirable
• Educated to degree level or equivalent in a relevant field	• Experience of working for a regulatory body or within the public sector
• Significant experience of working in a press office on high profile issues, often under pressure and to strict deadlines	• Experience of using social media
• Experience of initiating and leading proactive media campaigns and of dealing effectively with negative media stories	
• Demonstrable political understanding and well-developed news judgement	
• Experience of developing media communications strategies	
• Demonstrable stakeholder relations skills, preferably developed in a health context	
• Excellent inter-personal skills and ability to deal with a range of people, including at a senior level	
• Ability to articulate sensitive and complex issues with clarity and discretion, both in writing and verbally	
• Excellent writing and editorial skills, showing ability to draft clearly and concisely for different audiences	
• Ability to prioritise and work on own initiative	
• A good team player with a flexible and supportive approach to colleagues	
• Excellent IT and record-keeping skills, including knowledge and experience of Microsoft Office	