

Media and Campaigns Support Officer

Reports To:	Media & Campaigns Officer
Hours:	Full time (35 hours per week), Monday – Friday
Contract:	Permanent (subject to 6 month probationary period)
Salary:	£26,524 - £30,944 <i>The salary offered is based on skills, knowledge & experience</i>
Direct Reports:	None
Budget Responsibility:	None
Main Place of Work:	181 Oxford Street (3 rd Floor), London, W1D 2JT. The building has a small lift which is only accessible from 1st floor landing.

To apply please send an up to date CV, a cover letter of no more than two sides of A4 outlining your suitability for the role, and our equal opportunities monitoring form to Frances McFadden at Frances.McFadden@dignityindying.org.uk.

Purpose of the Role

The role of Media and Campaigns Support Officer works across Dignity in Dying and its sister charity Compassion in Dying. Both organisations engage in important work on end-of-life policy, an area that is both interesting and challenging. Dignity in Dying is a not-for-profit membership organisation that leads the high-profile and historic campaign to legalise assisted dying as an option for terminally ill people. Compassion in Dying is a charity that helps people to prepare for the end of life, how to talk about it, plan for it, and record their wishes. It works to change the policy environment to ensure end-of-life care is not just person-centred but person-directed. Both organisations are united in the mission to give dying people the control they need at the end of life to have the death that's right for them. We are seeking an individual to support our existing media and campaigns team to achieve this goal.

This role would be ideal for an individual with experience in press and media handling who enjoys working on a high-profile issue and is seeking to become more actively involved in campaigning.

Dignity in Dying

So that no-one suffers needlessly and against their wishes in the final days or weeks of their life, Dignity in Dying campaigns for greater choice and control and access to services at the end of life. We advocate providing terminally ill adults who are mentally competent with the choice of an assisted death, within strict legal safeguards, and for universal access to good quality end-of-life care.

Using strong skills in creativity, communication and organisation, the Media and Campaigns Support Officer plays a crucial role in ensuring our message gets across. They will support our media and campaigns team to secure excellent coverage, to exploit opportunities to shape the conversation about death, and to help deliver our campaign on the ground.

This role includes ensuring the press office runs smoothly; monitoring and planning media coverage; supporting and recruiting case studies and patrons; developing and delivering

campaign tactics, resources and events; responding to media and stakeholder enquiries; and pro-actively securing media coverage.

Compassion in Dying

We support people to plan for their treatment and care, in case a time comes when they can no longer make decisions for themselves. This helps people get the support that's right for them, when they need it. When what matters most to people is known and recorded, it makes it easier for their family, friends and healthcare professionals to follow those wishes, giving everyone peace of mind.

We help people through our free information line, publications and resources, and through our work with diverse communities. We specialise in supporting people to make Advance Decisions ('Living Wills') and to talk about their goals and priorities when living with a life-changing illness. Our free MyDecisions website helps people to record their wishes for care in a legally binding way.

The Media and Campaigns Support Officer will help to raise awareness of those resources and support the wider Compassion in Dying team in empowering people to plan ahead to ensure they get the treatment and care that's right for them at the end of life.

Key Responsibilities

Support the Campaigns and Communications team in monitoring, evaluating and securing media coverage, along with developing and rolling out campaign activities.

- Assist in the smooth running of the press office including responding to incoming media enquiries, drafting and issuing media comments and compiling media lists.
- Oversee our media monitoring and its timely dissemination to staff, stakeholders and supporters.
- Ensure coverage of our work is disseminated effectively to journalists and broadcasters by keeping a close eye on the media environment in related areas.
- Support the Media and Campaigns Officer and Director of Campaigns and Communications in producing and delivering media strategies for the campaign and individual projects and programmes.
- Help to develop new and innovative campaign tactics and messages to engage the public and our supporters.
- Work with the Campaigns and Outreach Officer to ensure coverage of local campaigns and assist with enquiries relating to our local activist network.
- Support in the delivery of campaign and media projects from conception through to completion, liaising with partners, stakeholders, supporters and suppliers.
- Liaise with and support terminally ill people and their friends and family members who act as personal stories and spokespeople for our campaigns, projects and programmes.

Person Specification

Experience

Essential

- Experience of working in a media and/or campaigns role.
- Demonstrable creative skills and ability to develop new ideas.

- Good organisational skills and experience of working flexibly and nimbly to focus on a variety of tasks.
- Past examples of being able to work with minimal direction and with own initiative.

Desirable

- Experience of public speaking.
- Demonstrable ability to turn complex arguments into clear, concise and engaging messages understandable to a range of audiences.
- An interest in politics, current affairs and debates on legal and ethical issues.
- Experience of drafting and issuing comment to the media.

Skills and Abilities

- Excellent verbal and written communications skills, with the ability to communicate persuasively with internal and external stakeholders.
- Good interpersonal skills including the ability to build and manage relations with journalists, case studies, patrons and other supporters more generally and the ability to work constructively in a team.
- Ability to empathise with people who may be distressed and in difficult circumstances.
- Ability to plan, organise and prioritise own work to manage conflicting priorities and ensure deadlines and objectives are met.
- Excellent attention to detail and good IT skills, including databases, excel spreadsheets, word-processing, e-mail and internet.
- Willingness and ability to develop new skills and assimilate new information.

Values:

- Commitment to Dignity in Dying's vision and mission
- Commitment to Compassion in Dying's vision and mission.

Organisational Behaviours

Leading by example

You lead by example through your behaviours and motivate others through your professional approach to work.

Trust and respect others

You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

Proactive and supportive team member

You work with others to reach a common goal by sharing information and supporting colleagues.

Strive to be the best

With a positive attitude, you work to a high standard to meet personal and organisational expectations.

Responsibility and initiative

You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.