

Job Description

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| Job title | Media and Communications Officer |
| Accountable to | Head of Communications and Marketing |
| Objectives | * To plan, implement and deliver communications activity to raise the profile of The Fostering Network. * To write and edit Foster Care magazine and other content and publications. * To provide an efficient press office function, responding to journalist enquiries and identifying opportunities for proactive media engagement. |
| Hours per week | 36 |
| Location | London SE1 / flexible |
| Status | Permanent |
| Disclosure required?  (The post involves contact with children and/or access to confidential information about children and families) | No |

**Responsibilities and accountabilities**

1. Plan, implement and evaluate media campaigns across the UK, to raise the profile of The Fostering Network as a strong and vital voice for the foster care community.
2. Provide a reactive press office service, offering information and comment and analysis (including providing out-of-hours service approximately one week per month).
3. Provide clear briefing information and media training to our media spokespeople, including the CEO and other senior colleagues.
4. Lead the editorial process for Foster Care magazine, working with colleagues across the organisation to commission, write and edit articles.
5. Develop content for use across The Fostering Network channels, such as monthly e-news, social media and the website, as well as external publications.
6. Support the delivery of organisational activities, including Foster Care Fortnight, by planning and delivering relevant content.
7. Work with our media volunteers, including foster carers, children and young people and colleagues, to deliver strong ‘case study’ content and provide support to them when engaging with the press.
8. Ensure our communications activity is evaluated on a regular basis, and that the impact of our communications work can be well evidenced.
9. Use high quality social media content to communicate the organisation’s news, opinions, and campaigns to members, stakeholders, decision makers and the wider public.

## Management

## None

## Budget

None

## General statement

It is the nature of The Fostering Network that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way when the occasion arises and undertake tasks that are not specifically covered in their job description.

Person Specification

## Our Values

As an organisation, we believe that we make a difference to foster care and our people values are expressed in the work that we do:

We are TRUSTED

We are TOGETHER

We are VITAL

## Knowledge and Experience

## Essential

1. Experience of writing for a range of communications channels and audiences, across print and digital media.
2. An understanding of how the media works at UK, national, regional, trade and consumer levels.
3. Experience of researching stories and ideas for articles.
4. Experience of working in a press office, either in house or for an agency.
5. Experience of using media distribution and monitoring software, such as Agility and Kantar/Precise.

## Desirable

1. Work experience or relevant training/qualification in journalism.
2. An understanding of issues affecting children in public care and of current issues in foster care.

## Skills and Abilities

## Essential

1. Excellent verbal and written communication skills, able to communicate complex issues simply and effectively as appropriate to the audience.
2. Excellent interpersonal skills, able to deal confidently with a range of people at all levels.
3. Good attention to detail.
4. Excellent planning and organisational skills, ability to prioritise workload, deal with conflicting demands and meet tight deadlines.
5. Ability to be a pro-active self-starter and to think creatively.
6. Ability to learn quickly.
7. Ability to work as part of a team.

## Attitudes

**Essential**

1. Awareness of equalities issues and commitment to anti-discriminatory policies and practice
2. Prepared to work flexible hours
3. Prepared to travel within the UK on occasions and with adequate notice.

## Additional Information

## Pay and conditions of service

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| **Band** | The Fostering Network - Band 5 |
| **Salary** | £22,138 - £35,318 per annum plus London Weighting allowance per annum if applicable |
| **Location** | London SE1/Flexible |
| **Annual Leave** | 25 Days plus 5 Fostering Network days per annum |
| **Probationary period** | 6 calendar months. |
| **Notice period** | Six working weeks  One week during probationary period. |
| **Hours of work** | 36 per week |
| **Pension** | Optional. Money-purchase scheme and salary sacrifice option is available with AEGON:  Employee contribution is 3% of gross annual salary  Employer contribution is 5% of gross salary. |
| **Season Ticket Loan** | An interest free season ticket loan is available to all office-based staff immediately. |
| **Trade Union** | The Fostering Network recognises the trade union Unite and members of staff can join if they wish. |