

Friends of the Earth – Job Description

Job title	Head of Media and Communications
Reporting to	Director of Engagement
Team	Engagement
Career stage	B
Line management	Currently 1 x full-time Interim Media Manager/Senior Media Officer, 2 x part-time Senior Media Officers, 1 x full time Media Officer

Purpose of the role

The Head of Media and Communications works with teams across Friends of the Earth to develop the organisation's public messaging and positions on key issues. The role is responsible for leading a high performing team to deliver strategic media coverage to boost Friends of the Earth's influence, profile and fundraising. As well as playing a broader leadership role within the Engagement Directorate, it also acts as an advisor to the senior leadership on media opportunities and reputational risk.

Key responsibilities and tasks

- Leads on developing organisational narrative and messaging
- Leads on media strategy to support campaign impact, brand and fundraising objectives, and contributes to broader engagement strategy (including audience and brand work).
- Works closely with heads of campaigns, policy and brand to help shape campaign strategies and ensure Friends of the Earth products are high impact and newsworthy.
- Works closely with Head of Brand, Marketing and Audiences to create annual communications plan, identifying and sequencing priority organisational messages and moments.
- Leads on crisis communications and reputation management
- Leads on building media partnerships to deliver on organisational objectives.
- Builds and maintains excellent relations with editors, journalists, commentators and media influencers.
- Manages high performing media and communications team.
- Provides media training and support across organisation, working with communities to ensure
- Works with Head of Brand, Marketing and Audiences to ensure strong planning processes and integrated working
- Acts as the senior adviser to the Co-Executive Directors and Senior Leadership Team on media opportunities and reputational risk
- Monitors and evaluates media and comms work, external trends and developments in area of expertise and applies lessons learned to improve impact.
- Manages team resourcing, recruitment and budget.
- Plays a key role in shaping work of Engagement Directorate and contributes to the overall management and leadership of Friends of the Earth's audience facing activity.

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- Demonstrable experience leading media and communications strategies to successfully influence campaign targets, build profile and support fundraising goals.
- Extensive experience of building influential media relations and an excellent strategic news sense.
- Experience of successfully building and leading teams and creating a supportive culture.
- Experience of managing reputational risk and crisis communications.
- Excellent writing, communicating and influencing skills (including at senior level), with sound judgement under pressure.
- Significant experience of planning, delivery and management of integrated communications plans to deliver specified outcomes.
- Ability to navigate complex organisations successfully, balance different priorities and successfully manage challenging situations.
- Experience of working and/or ability to work in a quick response environment to reprioritise activity and meet emerging organisational needs in a timely manner.

Desirable

- Experience of working within a campaigning organisation/context.
- Experience of working with public affairs/parliamentary and fundraising teams.
- Experience of working with local community groups.

Our Values

Ability to demonstrate understanding and apply our values.

Integrity- We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends- To build our influence we put new and existing ‘friends’ at the heart of our work.

Accountability- We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	17.11.21
Date reviewed	

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.