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| **JOB TITLE:** | Head of Media & PR |
| **DEPARTMENT:** | Communications and Marketing |
| **JOB HOLDER:** | N/A |
| **REPORTS TO (JOB TITLE):** | Head of Communications and Marketing |
| **JOB PURPOSE***This is a summary, in a few sentences/bullet points, of the overall contribution this job makes to the Institute of Physics (IOP)*The Institute is the professional body and learned society for physics. Physics impacts on all our daily lives and has the potential to help solve significant societal challenges, yet we have not articulated the impact or importance of physics well outside of the discipline. Our new strategy sets out how we will take our mission forward over the next five years and the reformed Communications and Marketing team will be key to supporting the delivery of the strategy and at the forefront of our efforts to raise awareness and understanding of physics through impactful communications.The Head of Media & PR is responsible for overseeing the creation, management and development of IOP’s media and PR strategies and plans as part of a new strategic approach to integrated and impactful communications and marketing. They will be responsible for identifying and telling IOP’s story, for developing and delivering strategic messages, and achieving high impact across communication channels including social media. They will lead and inspire their team and support colleagues and internal ‘clients’; providing advice on media and PR issues to ensure our media and communications activity supports our strategy and protects our reputation. |
| **ORGANISATIONAL STRUCTURE** *An organisational chart showing where this job sits within the IOP – please refer to attached*Organisational chart to follow. |
| **CONTEXT***This briefly sets out the necessary background, including the department’s purpose, to understand how the job fits into the organisation and how it relates to other functions or jobs in the organisation***The team’s** **purpose**The IOP’s Communications and Marketing department, of which the Media and PR team is a central component, is responsible for the organisation’s strategic, public and member communications, media, marketing and brand. The communications and marketing teams work together to develop and implement integrated communications campaigns and activities that support the delivery of organisational strategy and have the power to amplify the organisations’ impact and messaging, shift public opinion, galvanise ambassadors and supporters and change the minds of influencers and decision-makers.The Media and PR team is responsible for developing and delivering strategic messages about physics and the Institute, promoting the work and achievements of the organisation internally and externally and providing robust and impactful media and social media activity fitting a learned society in the 21st century.**The job’s context**The Head of Media & PR is responsible for the strategic direction of the press office, developing the work of the Media and PR department, and for developing and delivering IOP’s media and PR programme to position the organisation as a respected media commentator on our stakeholder issues. The post-holder will play a leading role in enabling the IOP to champion physics with policy-makers, influencers and the wider public, and will seek to set the media agenda on physics, working with others internally and externally to support and promote a diverse and vigorous physics and science sector.The Head of Media & PR leads and manages the Media and PR team and ensures that IOP’s media and social media outputs – both proactive and reactive - are effective, timely and on message. The team works with internal colleagues, stakeholders, policy-makers, influencers and external partners to achieve the IOP’s strategic goals, promote our projects and campaigns and effectively engage target audiences.The post-holder is responsible for the research and preparation of high quality, accurate and effective communications collateral, including media releases, background briefings, Q&As and research briefings, within tight timelines and ensuring a proactive and timely approach to Institute responses that fits our science policy agenda and promotes public understanding of physics. The range of the work of the IOP is wide and the developments relevant to IOP programmes, including science and innovation, education, gender and diversity, public engagement and public affairs and interests in print, broadcast and digital outlets and channels.The post holder will be a natural collaborator, proactively building relationships of trust with colleagues across the organisation and coordinating with the wider communications and marketing team.The role calls for excellent judgement and an ability to build relationships of trust and mutual respect with senior influencers internally and externally. The Head of Media & PR will work particularly closely with the Head of Communications and Marketing, the Executive team and senior spokespeople including Officers of Council.  |
| **TASKS & ACCOUNTABILITIES***A list of 6 – 12 statements identifying the principal outputs required of the job, which integrate to achieve the purpose of the job.** Lead on the IOP’s media relations activity; building and maintaining relationships with journalists, correspondents and programme-makers, identifying spokespeople and opinion-leaders, and providing briefings, training and support.
* Take overall responsibility for a proactive and effective media response to news and policy announcements that affect IOP’s corporate and influencing objectives and ensure an effective, speedy, accurate response to all media enquiries (in consultation with the Head of Communications and Marketing, policy colleagues and the Executive team where appropriate).
* To develop and manage the delivery of an effective media and PR programme which helps raise awareness and understanding, drives attitudinal change, grow influence and inspire key audiences in pursuit of IOP’s strategic objectives and to raise awareness and understanding of physics
* Oversee the development of media and communications plans for the IOP’s events, campaigns and initiatives, and ensure quality output and effective prioritisation of competing demands in liaison with other departments.
* Encourage a creative approach by the Media & PR team, to attain positive media and social media coverage across a broad range of online and offline media outlets and social media channels.
* Recruit, manage, and develop a high performing Media & PR team by providing effective leadership, support and advice and ensuring that staff are motivated and empowered.
* Develop analytics reports and collate data on the most impactful media channels – identifying trends in opportunities to view and developing appropriate responses accordingly
* Develop and implement procedures to manage crisis media situations when necessary.
* To deputise for the Head of Communications and Marketing on occasion and represent the organisation externally.
* Contribute to the development of the IOP’s communications and marketing strategy.
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| **SCOPE OF DECISION MAKING / CHALLENGES***A summary, of no more than the 4 key main decisions/challenges the post holder may face in carrying out the accountabilities of this job.* * To be the day-to-day decision-maker on our media and social media activity, showing excellent judgement and ensuring accuracy, effectiveness and quality across the output of the media and PR and social media functions.
* To manage reputation and crisis media and communications issues; proactively flagging and mitigating risks and responding effectively when reputational issues occur.
* To provide trusted media counsel to staff, spokespeople, Executive team and Officers.
* To build relationships of trust and respect with senior journalists and IOP stakeholders at the highest level.
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| **DIMENSIONS***A summary of any numerical facts and figures that are relevant to illustrate the scale of the role e.g.** Direct line management of the Media and PR team comprising Corporate Communications Manager, Senior Media and PR Officer and Social Media Officer. This role reports to the Head of Communications and Marketing.
* The post-holder will represent the organisation at a senior level and will lead on reputation management and crisis media response planning, working closely with the with the Head of Communications and Marketing, the Executive team and senior spokespeople including Officers of Council.
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| **KNOWLEDGE, SKILLS & EXPERIENCE***The below are the skills, qualifications, membership requirements and experiences that are* ***necessary*** *for full and effective performance of this role, unless stated otherwise* **Skills*** Excellent written and verbal communication skills.
* Able to understand and analyse complex issues and communicate them to various audiences in a simple manner.
* Excellent negotiating and influencing skills, with the ability to work collaboratively with colleagues, stakeholders and external contacts.
* A keen eye for detail and accuracy with strong editing and proofreading skills.
* Ability to work calmly under pressure to tight deadlines.
* Ability to make sound judgements and have a strong news sense.
* Effective time management with the ability to plan, prioritise and deliver to tight timescales.
* Ability to develop and implement media and PR strategies and plans and generate positive media coverage.
* A creative and solutions focused approach with the ability to identify and exploit opportunities.
* Enthusiastic, proactive and a flexible approach to work.
* Organisational skills – ability to work with minimum supervision, prioritise own workload, and handle
* Computer literate – good working knowledge of Microsoft Office and of press office and social media tools.

**Qualifications / Membership requirements*** Educated to degree level or equivalent experience and qualifications
* Postgraduate qualification in journalism, PR or marketing (or relevant experience – see below)

**Experience*** Demonstrable experience of the planning, development and implementation of proactive, effective media and public relations activity and campaigns to a range of audiences and stakeholders.
* Experience in a senior communications role in a busy media environment.
* In-depth and proven experience of effective news management and crisis media handling
* Experience of working accurately and confidently with complex and/or policy issues.
* Extensive Knowledge and experience of media outlets and techniques (traditional and social/digital)
* Substantial experience of developing effective and appropriate media messages, positions and briefings.
* Proven experience of creative public relations activities and campaigns that raise awareness of an organisation’s event, service or product.
* Proven experience of managing a media, PR and/or communications team and demonstrable experience of developing and empowering staff.
* Proven track record in the creation and development of relationships with journalists and opinion formers

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| **COMPETENCIES***The behaviours that must be demonstrated in the job** Functional/technical skills – has the functional and technical knowledge and skills to do the job at a high level of accomplishment
* Drive for results – can be counted on to meet or exceed goals successfully
* Managing and measuring work – takes responsibility for tasks and decisions
* Customer focus – is dedicated to meeting the expectations and requirements of internal and external clients and collaborators
* Personal learning – picks up on the need to change personal and interpersonal behaviour quickly.
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