MEDIA & PR MANAGER

JOB SPECIFICATION

Reports to: Marketing & Communications Director
Contract: Permanent
Benefits: Unlimited annual leave, Healthcare cash plan, 6% pension contribution, discounted gym membership
Based: London Waterloo
Salary: Competitive
Work environment that values creativity, personal growth and collaboration

ABOUT CALM

The Campaign Against Living Miserably, CALM, is leading a movement against suicide, currently the single biggest cause of death for men under 45 in the UK. On average, 16 people take their own life each day. Our free, confidential, and anonymous helpline and webchat service operates every day of the year, 5pm to midnight, for anyone in the UK who is feeling down or depressed. Through our campaigns and engagement activities, CALM aims to change culture so that people feel able to seek help before they reach a point of crisis, and family and friends feel better able to support each other.

ABOUT THE ROLE

Our ambition at CALM is to continue to develop and deliver award-winning, highly impactful, engaging communications. As one of our greatest assets in the fight to stop suicide, we have built a team capable of bravely communicating in a new way to a massively growing audience. The successful applicant will be a born do-er, with a thirst to make headlines and meet deadlines.

WHO YOU ARE

- Someone who likes to get shit done, working quickly and diligently
- Adept at managing and building great professional relationships internally and externally with journalists and publications
- You'll have a deep thirst for knowledge
- You'll know what it's like to work in a busy, vibrant office, you're not easily flustered
- A real team player
Great at managing media opportunities, ensuring spokespeople are well briefed and armed with everything they need.

**KEY FOCUS**
- Strategy and oversight for CALM’s earned media, PR and outreach activities
- Being the number one key player in our press office
- Managing other projects as required, adapting to different outputs but maintaining a focus and ability to ensure great and effective delivery and support on ambitious communications / campaigns / projects

**RESPONSIBILITIES**
- Contributing to comms and campaigns strategies, planning and calendar
- With wider team build PR strategy and planning to build public awareness of CALM brand, impact and activities
- Contribute creatively to CALM’s content output
- Exercising curiosity and awareness of relevant debate and public agenda
- M&E and reporting for:
  - Media relations and coverage
  - Campaigns/activations as needed – comms/PR focus
- Project management and leadership for campaigns/activations as needed
- Defining and shaping media spokespeople (expert and CALM voices)
- Service media and content partners with case studies and brand assets as needed
- Campaign-specific and event-specific PR comms planning and execution
- Manage responses to press enquiries and co-ordinate media interviews
- Manage out of hours cover for press enquiries (volunteers and staff)
- Maintain, develop and build relationships with relevant print and broadcast media
- Maintain regular contact with ambassadors to grow affinity with CALM and ability to deploy for media opportunities
- Develop and pitch potential story ideas / concepts and build relevant assets to support
- Keeping up to date with news, public agenda and opportunities to build expertise
- Leverage influence of CALM’s roster of ambassadors through PR and social media
- Contribute to and maintain brand positioning, tone of voice and messaging
- With team and relevant agencies, identify and complete relevant awards entries with PR value; manage awards PR/comms
- Leveraging CALM milestones and brand stories through earned media

**HOW TO APPLY**
Please submit your application here: by 15:00 6th January 2020.