



Senior Media and Communications Officer Job description

About MEND

MEND stands for Mind, Exercise, Nutrition, Do it! As part of our 20 year partnership with Great Ormond Street Hospital, we create evidence-based, locally delivered programmes to tackle the epidemic of obesity. MEND is not a diet, but facilitates sustainable behaviour change.

Through MEND, families and individuals gain the confidence and knowledge to make healthy lifestyle choices that suit them. Thousands of families in Britain, as well as families in the US, Denmark and Australia have benefited from the programme and want to spread their message that living healthily is do-able and that small, easy changes make a vast difference.

There are also programme managers, programme leaders and local community stakeholders, as well as many 'friends of MEND' in medicine or related fields who are all keen to help get Britain on the mend - by inspiring and supporting less healthy families. To find out more go to www.mendcentral.org

The opportunity

We're looking for a creative and experienced communications professional with first class copy writing skills combined with media-relations experience to join our Media and Communications team.

An excellent project manager you will be responsible for providing targeted, engaging and sensitively crafted copy for MEND's website, printed promotional materials and e-marketing campaigns.

You will excel at breaking down complex information into clear and concise messages aimed at a wide range of different audiences, from children and young people to MPs and medical professionals.

Experienced at briefing and directing creative agencies and freelance designers, you will be skilled at seeing a project through from brief to finished article.

You will also have experience of issue-led media-relations, with a proven track record of securing national, regional and specialist media coverage.

This broad role requires strong attention to detail and the ability to quality-check your own work. You will be confident prioritising your own workload, dealing with shifting deadlines, working independently and as part of a close-knit team.

If this fits your profile and you are passionate about making a difference to obesity prevention and treatment, we would like to talk to you.

Responsibilities

Your duties will entail but will not be limited to the following:



- Produce accurate, intelligent and engaging copy for an extensive range of MEND's marketing and promotional materials (e.g. brochures, direct marketing mailings, newsletters, bulletins, e-communications, press articles)
- Develop and manage Web content
- Ensure consistency of content across MEND's website and printed materials, working with and advising colleagues across the organisation
- Working alongside the Media and Communications Manager to drive strategic messaging including developing tone of voice
- Undertake proactive and reactive media relations activity (national, local and specialist media), including drafting press releases, organising photo-calls and cultivating a network of journalists

Location

You will be based at our London office:

Unit 21, Tower Workshops

58 Riley Road

London SE1 3DG

(Nearest underground stations are London Bridge and Tower Hill)

Reporting

You will report into the Media and Communications Manager.

Pay and benefits

£30,000 – £35,000

You will be entitled to an annual leave allowance of 24 days excluding public holidays

How to apply

Please send your CV with an accompanying statement detailing how you meet the requirements for the role to careers@mendcentral.org. Please be sure to cover all elements of the personal specification in your statement. All applications must be received by 9am on Monday 29th March 2010. We regret that due to limited resources we are only able to respond to candidates who have been selected for interview.

Personal specification

Experience

- Experience of producing content for high-quality strategic communication and marketing materials across electronic and print media, including Web content (E)
- A strong track record of writing and editing for a variety of different audiences, ideally families and children (E)
- Experience of managing issue-led media-relations campaigns from planning through to evaluation (E)
- Experience of using content management systems (E)

Knowledge and understanding

- Knowledge of the copy, design and print production processes (E)
- Passionate about health and obesity issues (E)
- An understanding of the complexities of positioning health, wellbeing and weight related messages to a range of audiences, in particular the need to work with specialists to tightly define content related to children of different age-groups (D)
- Knowledge of public sector agencies and public policy in relation to health and social care (D)

Skills and ability

- The ability to relay complex information through a clear and concise manner through a variety of channels (E)
- Ability to manage and work efficiently with external creative agencies and freelance designers (E)
- Excellent project/time management and organisational skills, and interpersonal/communication skills, with demonstrated ability in coordinating and motivating staff to meet deadlines (E)
- A proven ability to position content to a range of audiences (including children, parents, industry professionals and local/ national media) (E)
- Proven ability to secure national, regional and specialist media coverage (E)

Education

- A degree or equivalent qualification in English, Journalism or a Communications discipline (D)

Personal attributes

- Self-motivated and tenacious
- Creative
- Able to remain calm under pressure
- Organised
- Strategic thinker
- Enthusiastic with a positive 'can do' attitude

Other requirements

- National travel required with overnight stays on occasions