# Job Profile

Job Title: Reactive Media Manager

Directorate: Fundraising, Marketing, Digital & Influencing

Reports To: Head of Media

Matrix Reporting To: Head of Digital

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Reactive Media Manager helps people with sight loss to live the life they choose by leading on the creation, development and implemention of integrated online communications campaigns which promote, protect and raise Guide Dogs’ profile amongst key target audiences. In addition, working with Guide Dogs’ brand purpose, contribute to brand awareness and growth.

They devise and deliver integrated social-first communications plans and campaigns to reach service users, volunteers, supporters and corporate stakeholders with a strong narrative that cuts through and drives media share of voice for Guide Dogs. They also help protect the reputation of the charity through moderation and reactive online management.

The Reactive Media Manager fully supports the wider communications team, which has a broad remit comprising internal communications; national PR and media relations, ambassador and celebrity management, and stakeholder engagement.

## Key Responsibilities

### Media Relations

* To build and maintain relationships with online journalists, bloggers and influencers to secure coverage for Guide Dogs.
* To significantly contributein helping Guide Dogs digital communications to become sector leading in quantity and quality of coverage, while bringing to life the brand positioning. Responsible for individual coverage targets as well as that of direct reports.
* To develop and execute social-first communications strategies which align with the organisation’s goals.
* To develop and execute the communications content strategy i.e. press releases; blog posts; articles; thought-leadership; social media content –optmised for digital channels.
* To collaborate with cross-functional teams (including channel experts) to ensure consistent messaging and branding.
* To plan, create and evalutate integrated digital communications plans with measurable KPIs.
* To work with the digital team to produce engaging content for our owned and shared social channels increasing levels of interaction and relevant followers, particularly in support of our campaign work.
* To be the digital communications lead for specific projects or campaigns which meet the charity’s strategic objectives.
* To lead on digital communications campaigns alongside sector partners which promote Guide Dogs’ role as a partner in the sight loss sector.
* Oversee the design and production of content that will engage online media, working closely with designers, videographers, and external agencies as needed.
* Ensure all earned content adheres to brand guidelines, accessibility standards, and reflects the charity’s messaging.
* To keep up to date with digital PR trends and algorithm developments to optmise opportunities for Guide Dogs.
* To develop public affairs media relations campaigns across social which postion Guide Dogs as the voice of people with loss on key issues and support key public affairs objectives.
* To lead on the amplification of our campaigns across digital channels
* To proactively and creatively tell our story, generating ideas that work across all platforms to inspire our audiences to engage with our Brand.
* To measure and evaluate the success and impact of digital communications campaigns against the departmental objectives.

**Stakeholder engagement**

* To lead and coordinate integrated corporate communications campaigns which cover all stakeholder audiences including staff, volunteers, service users as well as external audiences.
* To develop and maintain existing strong relationships with key digital journalists contacts and with partner organisations.
* Collaborate with SEO specialists to ensure content is optmised
* To build new and ongoing relationships with key social journalists and contacts with partner organisations, developing use of their channels to raise awareness with key audiences in support of our strategy.
* To work with other departments and members of staff in Guide Dogs to understand their communications needs and provide creative solutions which meet strategic objectives.

**Team management**

* Role-model, coach and support the team to be proactive, agile and impact driven, with continuous improvement built into their ways of working
* Support other team members to respond to online reputation management issues
* Promote a positive team culture linked to our behaviours.
* To be responsbile for reactive media specialist meeting their objectives.
* To champion development and support in upskilling all communications specialists with digital PR expertise.

**Leadership**

* To act as an advisor to colleagues across the organisation on handling reactive media including providing training.
* To take part in an out of hours duty rota.
* To take a central role in managaging online comms in the event of a crisis.
* To ensure communications skills are kept up to date and have an understanding of other disciplines i.e. research and evaluation.

**Crisis Management**

* Proactively identify internal and external challenges and provide guidance and recommendations to the organisation
* Lead on horizon and trend scanning to ensure we stay ahead of any existing or potential online reputational risks.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: One

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Considerable demonstratable experience of operating at a senior level within an another busy inhouse communications team or agency (7 years +)

**Desirable**

* Relevant professional qualification.

## Job-Related Experience

#### Essential

* Experience of leading, managing and developing communications specialists to be high-performing – with previous experience of line management
* Experience of managing reputational issues and leading crisis responses.
* Experience of managing a busy team and working as part of an integrated communications team.
* Experience of managing and collaborating with agencies.
* A track record of identifying, developing and securing high quality digital media opportunities which meet strategic objectives and KPIs.
* Experience of telling people’s real-life stories in an engaging, inspiring and respectful way to bring our brand and services to life
* Ability to build a rapport and strong relationships with internal and external stakeholders.
* Experience of developing and implementing multi-channel, integrated communications plans with measurable KPIs.
* Experience of developing engaging, creative content for owned digital channels
* Understanding of the importance of evaluation and knowledge of the latest techniques and methods to measure the success and impact of a campaign against our strategic objectives

**Desirable**

* Interest and/or experience working in the charity or public sector.
* Experience of working as part of a geographically dispersed organisation.

## Knowledge

#### Essential

* An encyclopaedic understanding of the media landscape and communications best practice, with strong journalist contacts across social and online media

Desirable

* Knowledge of producing communications materials in accessible formats.
* Third sector communications networks.

## Skills and Competencies

#### Essential

* Calm and in control in a crisis with strong consultative skills to help lead the communications response
* Experienced with managing reputational issues and a natural understanding dof the opportunities and risks facing Guide Dogs
* To help ensure a learning environment within the comms team and the ability to develop other members of the team beyond direct reports
* A keen sense for what makes a good news story with a natural interest in the news agenda and the media
* Good understanding of the larger marketing mix and how PR and communications fit in
* Excellent writing and communication skills with the ability to write for a range of audiences and sectors
* Highly entrepreneurial, ability to thrive in a fast paced and dynamic environment - willing to roll up your sleeves and get stuck in
* Pitching to target media on a regular basis including national broadcast; online and print as well as specialist trade – with a focus on pitching to social media/ influencer and blogger contacts
* The ability to spot a gap in the comms calendar and develop ‘news out of nothing’ by mining content from the organisation independently
* Confident and experienced in advising and influencing stakeholders

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Lead Professional, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/EeljaHzyKNdPkirlXjUpxR4BlW4qFr60QS5M4l2tmZZncA?e=VUzDtb) to view the salary band.