# Job Description: Content & Media Manager

## Department: Communications Reporting to: Head Communications & Public Affairs

**Hours of work**: Four days per week

**Salary:** Competitive with excellent benefits

**Contract**: Permanent

**Location:** Office (London) and remote working

**The charity**

Think back to your school days, to that one teacher who inspired you and helped you become the person you are today. Imagine if that teacher had been so stressed with work pressures, that they left the profession for good. This is a growing reality for those in education today – with 52% of teachers considering leaving the profession last year.

Our mission is to improve the mental health and wellbeing of teachers and education staff. We believe that better mental health leads to better education.

We support individuals and help schools, colleges and universities to improve the mental health and wellbeing of their staff. We also carry out research and advocate for changes in government policy for the benefit of the education workforce.

Our free and confidential helpline is open 24/7 on **08000 562 561** and is staffed by qualified counsellors. It is available for everyone working in education, including support staff, lecturers, administrators and teaching assistants.

*“Education Support was a real lifeline. They understand the pressures that teachers are under, and their lives.”* John, a secondary school teacher

This is an exciting time to work in mental health, as society reaches more of a consensus on its importance. We have ambitious plans for the future, as we grow to meet the needs of the sector. Now we are looking for a Content and Media Manager who is creative, enthusiastic, organised and keen to make an impact as part of a passionate team.

Join us and make a real difference.

**Duties and Responsibilities**

Content

* Be responsible for our tone of voice: implementing it, editing external documents to fit within it and supporting colleagues to do so
* Develop and own Education Support’s content plans in collaboration with Communications and Programmes teams, making sure our website’s free resources respond to need and support audience engagement and growth
* Working with a range of external suppliers to deliver content and case studies, leading on idea generation and quality control
* Develop written case studies to demonstrate the transformational impact of Education Support’s services

Media

* Build, develop and maintain high quality relationships with key target media and manage responses to incoming enquiries
* Develop and drive awareness of Education Support ensuring positive coverage and high engagement with target audiences
* Monitor the news agenda and spot opportunities to proactively deliver the Education Support message
* Promote a culture of external engagement to inform our planning and delivery of services and content
* Provide advice and briefings to senior staff and internal colleagues as needed

These duties must be carried out with due regard to the Education Support Equal Opportunities Policy, Health and Safety procedures and undertake duties in line with the Charity's and other relevant codes of practice.

# PERSON SPECIFICATION

## Skills and Attributes

* Kind, collaborative and creative: happy to work as a team and drive activity independently
* Excellent written skills: high quality drafting and editing skills, as well as ability to adapt to a new tone of voice quickly and confidently
* Ability to think strategically and with great attention to detail
* Ability to creatively distil complex topics into engaging content
* Evidence of good planning and campaigning success
* Strong organisational and time management skills
* Ability to work on your own initiative, highly self-motivated and be able to work under pressure to tight deadlines

## Knowledge and Experience

* Minimum five years’ experience in a communication, public relations role, in house or in agency, not for profit or commercial
* Experience of writing and collating compelling content that works across a variety of channels
* Experience briefing and managing external suppliers
* Experience developing robust relationships across the media, staff and external stakeholders
* Developing and implementing media plans
* Driving awareness, growing audiences and influencing opinion through campaigns
* Creating impactful human-interest case studies
* Ability to confidently brief senior colleagues up to CEO level in preparation for media interviews and speech writing
* Line management experience (desirable but not essential)
* Experience in not for profit sector, ideally but not essentially education related (desirable but not essential)