



**Job title:** Press and Communications Officer, Wales

**Location:** Office-based in Cardiff, Wales with flexibility to work remotely

**Reports to:** Country Director, Wales

### **Introduction to multiple sclerosis and the MS Society**

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

### **Purpose**

Raising awareness of the MS Society's work and increase its profile by promoting our activities through the appropriate English and Welsh Language media and communications channels, in particular increasing the reach of campaigns, fundraising and services.

Contributing to the overall implementation of the MS Society Cymru's objectives.

### **Key Relationships:**

#### Internal

The post holder works closely with

- Colleagues in MS Society Cymru
- Press, PR, Comms and Digital colleagues across the MS Society
- Heads of departments, managers and staff across the MS Society, in particular: Fundraising, Research, Digital and Services

#### External

The post holder works closely with

- Press officers and communications staff at other charities supporting people with long-term conditions (eg on joint initiatives such as Carers Week)
- Press contacts in local and national media

- People with MS

## **Key Accountabilities:**

Our Press & Communications Officer will support delivery of the MS Society's Marketing and Communications strategy to deliver the MS Society's strategic goals by:

### **1. Business plan implementation**

- 1a Promoting the work of the MS Society with a particular emphasis on supporting fundraising, campaigning and service activity
- 1b Managing media enquiries and uphold the reputation of the charity
- 1c Supporting the development and delivery of our digital communications offer in Wales
- 1d Managing the MS Society's case study database
- 1e Monitoring and distributing MS Society press coverage and other media coverage relating to the charity's work

### **2. Monitoring and reporting on performance**

## **Detailed Responsibilities:**

### **1. Business plan implementation 95%**

- Planning work to ensure the achievement of deadlines.
- Focusing work to deliver the team's business plan and contribute to the achievement of the Society's strategic aims and priorities.
- Contributing to a clear focus on driving improvements in quality, impact and performance.

### **1a Promoting the work of the MS Society with a particular emphasis on supporting fundraising, campaigning and service activity (45 %)**

- Working with colleagues to devise and deliver media strategies to promote the MS Society's work.
- Working specifically with colleagues on devising and delivering media strategies in support of proactive fundraising and profile-raising programmes.
- Providing high quality written copy for internal and external publications including press releases, articles and web copy.
- Writing press releases about national, regional and local MS Society stories to promote our work.
- Working with colleagues in MS Society Cymru and the wider MS Society to promote MS Society events, community fundraising initiatives, and service delivery happening in Wales including selling in positive stories about MS Society participants and volunteers to appropriate media.
- Working with colleagues in Fundraising to promote corporate partnerships, including representing the MS Society in meetings with existing and potential corporate partners when needed.

## **1b Managing media enquiries and uphold the reputation of the charity (20%)**

- Handling interview bids from media, selecting and briefing appropriate spokespeople, and identifying key external spokespeople (e.g. prominent fundraisers, people who will benefit from our fundraising) who can speak on behalf of the MS Society.
- Acting as a point of contact for press enquiries to the MS Society during working hours. Responding to press enquiries using the agreed course of actions with the UK wide press team, in time to meet press deadlines and maintaining the reputation of the MS Society for promoting evidence-based information.
- Acting as an MS Society spokesperson when appropriate, whether for TV, radio, print or internet media, delivering the MS Society's position clearly and accurately in accordance with the agreed line to take.
- Representing the MS Society at internal and external events in a professional manner.
- Championing the charity's corporate brand, values and vision.

## **1c Supporting the development and delivery of our digital communications offer in Wales (20%)**

- Ensuring a strong and representative social media presence in Wales
- Exploring and piloting new methods of digital communications

## **1d Helping to develop the MS Society's case study database (5%)**

- Helping to develop and maintain the MS Society's case study database, including interviewing case studies of people affected by MS.
- Developing case studies for use in support of media relations, PR, fundraising support and other parts of the organisation.

## **1e Monitoring and distributing MS Society press coverage and other media coverage relating to the charity's work (5%)**

- Monitoring press coverage of MS-related stories and distribute press clippings to staff and volunteers within agreed timescales, in partnership with press office colleagues.
- Maintaining an up-to-date media contacts list.
- Monitoring media opportunities and support the Policy and Communications team's proactive media contact programme.
- Keeping continually abreast of key media channels for the MS Society, flagging regular slots and acting on opportunities as they arise.

## 2. Monitoring and Reporting on Performance 5%

- Monitoring performance information against objectives, outcomes and KPIs.
- Taking corrective action in a timely manner when necessary.
- Contributing to the impact measurement of the teams work in accordance with the MS Society's outcomes framework.

### General

- Compliance with MSS's governance procedures, MSS policies and procedures.
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- Contribute to the work of the broader team.
- Responsible for the effective use of financial and other resources.

### Other Duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Press & Communications Officer.

### Person Specification

#### Qualifications

##### Essential

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

##### Desirable

- Professional qualification in PR (CIPR affiliated).

#### Experience

- Experience of working in a press office, PR, communications or journalism
- Experience in digital communications and social media

##### Desirable

- Experience of the charity and/or health and social care sector
- Experience promoting fundraising events and activities
- Experience of working with volunteers
- Experience working flexibly, including responding to media issues out of normal office hours when necessary

#### Knowledge and skills

- Fluent Welsh Speaker
- Working knowledge of the Welsh and UK media
- Demonstrable commitment to collaborative team work

- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity
- Excellent interpersonal skills, and able to influence/persuade/work with members of the public and colleagues at all levels
- Excellent written and verbal communication skills, [with the ability to communicate effectively in a wide range of media and audiences/amend as appropriate]
- Good organisational and workload management skills, with the ability to work to tight deadlines and under pressure
- Excellent IT skills, in particular MS Word, Outlook and Excel

## **Employment terms**

**Grade: D1**

**Signed by post holder**

**Date**

**Signed by Executive Director**

**Date**



## MS SOCIETY JOB DESCRIPTION

### MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</p>	<p>Together</p> <p>Expert</p>
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</p>	<p>Bold</p> <p>Ambitious</p>
Sound decisions	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	<p>Ambitious</p> <p>Expert</p>
Collaborative	<p>Invests time and energy to establish trust and build positive working relationships with</p>	<p>Together</p>

<b>working</b>	<p><b>individuals and teams across the organisation.</b></p> <p><b>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</b></p>	
<b>Effective Communication</b>	<p><b>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</b></p> <p><b>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</b></p>	<p><b>Together</b></p> <p><b>Expert</b></p>
<b>Outcome focussed</b>	<p><b>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</b></p> <p><b>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</b></p>	<p><b>Bold</b></p> <p><b>Together</b></p>
<b>Inclusivity</b>	<p><b>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</b></p> <p><b>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</b></p>	<p><b>Together</b></p>
<b>Accountability</b>	<p><b>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</b></p> <p><b>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses</b></p>	<p><b>Bold</b></p> <p><b>Expert</b></p> <p><b>Ambitious</b></p> <p><b>Together</b></p>

	<b>problems quickly and transparently.</b>	
<b>Tech Savvy</b>	<p><b>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</b></p> <p><b>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</b></p>	<p><b>Bold</b></p> <p><b>Ambitious</b></p>