Role Description

Media and Communications Officer (Chapter Member – Communicate)

National Deaf Children's Society

Chapter Member - Communicate (Media and Communications Officer)

This role sits within the Communicate Chapter and is supported by the Chapter Lead.

Salary range:	**£32,500 - £35,500** **Step B, Chapter Member Main (National)**
Hours:	**35 per week**
Location:	**Home-Based**
Contract:	**Permanent**
Disclosure Level:	**Basic**

About the Communicate Chapter

We bring together the charity's communications experts into one team including media, social media, strategic communications, brand, volunteer and local groups communications, internal communications, international communications and events. We create and deliver engaging and inspiring communications and campaigns that tell compelling stories, engage audiences, build awareness and strengthen our reputation.

About the role

You'll help deliver communications activity that support our campaigns, influencing work, fundraising and our strategic priorities. With a focus on media and PR work, especially our community focused activities, you'll also have the opportunity to work across a range of communications disciplines including content creation, our storytelling centre, internal communications and stakeholder communications, helping us engage key audiences and amplify the voices of deaf children, young people and their families.

You will work collaboratively with colleagues across the organisation to develop and help deliver integrated, creative and engaging media stories, campaigns and communications plans.

As a Chapter Member, you'll be in a chapter of like-minded and skilled colleagues. Chapters are self-organising, and every member has a vital role to play, sharing their skills, knowledge and experience and learning and developing together. Led by the Chapter Lead, all Chapter Members will value and respect each other's contribution and learn and develop collaboratively.

The National Deaf Children's Society is a registered charity in England and Wales (1016532) and in Scotland (SC040779).

Role Description

Media and Communications Officer (Chapter Member – Communicate)

National Deaf Children's Society

What a day in the life of might look like:

- Support the delivery of media relations activity by responding to a media enquiry in the media inbox, drafting a press release and building a new relationship with a journalist you've identified as a good contact
- Collaborate with our social media colleagues to draft some social media content to accompany media coverage of a campaign and work with them on finalizing and scheduling it.
- Spot a reactive and time-sensitive media opportunity on a social media channel that we could leverage
- Publish a website news story and campaign content featuring a family story
- Prepare and distribute the twice-weekly media round up
- Develop an integrated communication plan to support a new initiative we're developing in the community.
- Meet with one of our chapter leads for our team of community connectors to get more information on a possible regional story about their work with a family in their area
- Working with internal communications colleagues help produce In the Loop, our weekly colleague update
- Talk with a parent who has agreed to join our story centre to share their story and experience for a possible media interview
- Write a short piece of content for our SharePoint intranet and weekly colleague news update on a recent piece of media activity.
- Monitoring and evaluating communications activity, sharing insights and recommendations to support continuous improvement
- Keep an eye on external developments, communications trends and opportunities relevant to the charity and share with your media colleagues

---

Who are you?

- You'll have our customers at the heart of all you do
- You are able to manage priorities effectively and are comfortable working to short deadlines when needed
- You're a natural collaborator, passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment

The National Deaf Children's Society is a registered charity in England and Wales (1016532) and in Scotland (SC040779).

Role Description

Media and Communications Officer (Chapter Member – Communicate)

National Deaf Children's Society

- You have a can-do attitude and are focused on achieving outcomes
- You have an open mindset and embrace new concepts and ideas
- You're adaptable within a changeable environment and comfortable working with ambiguity
- You'll show a commitment to our culture
- You'll understand and share an enthusiasm for giving and receiving continual feedback

What will be in your toolkit?

- You have good experience in communications including solid media relations work
- You are a strong writer and storyteller, who loves supporting people with lived experience to share their experiences
- A strong understanding of how PR and communications supports organisational strategic goals
- Excellent communication and interpersonal skills, with experience of working collaboratively across teams on communications projects and campaigns
- Experience of monitoring and evaluating communications activity to demonstrate impact
- Strong digital skills, awareness of AI and an understanding of Agile values and principles, or willingness to develop this understanding quickly once in post.
- Understanding of internal communications and how external and internal communications work together
- Understanding of internal communications and how external and internal communications work together

---

What will you bring?

- Desire to learn agile principles, and to thrive within an agile project environment.
- Ability to learn from mistakes and unafraid of failure.
- Enthusiasm for giving and receiving continual feedback.
- Passion for continuous improvement - reflecting on progress and performance.
- Deaf awareness and an openness to learning BSL

The National Deaf Children's Society is a registered charity in England and Wales (1016532) and in Scotland (SC040779).

Person Specification

Media and Communications Officer (Chapter Member – Communicate)

National Deaf Children's Society

Essential Criteria		How it is measured
A – Application *I – Interview* *T – Test or Presentation* *Q - Qualification*		
1.	You'll have experience of working in a media and communications team in an organisation of a similar size, complexity and geographical dispersion and ideally one that is an agile or matrix operation.	A / I
2.	You'll be an excellent writer with strong editing skills and attention to detail.	A/T/I
3.	Excellent interpersonal and communication skills. You should have the ability to liaise with internal and external contacts at all levels, associated with the field of deafness.	I
4.	You'll be able to understand complex ideas and develop creative content including media releases and other content in a clear and accessible way for different audiences.	A/I
5.	You'll have experience of media relations including pitching stories, writing press releasees and building relationships with journalists.	A,I
6.	You'll have experience of planning communications campaigns and working with other PR and communications colleagues to develop integrated communications for a range of audiences	A/T/I
7.	Experience of crafting lived experience stories for media and other communications	A/I
8.	You'll have excellent oral communication and presentation skills, with the confidence, diplomacy and influence to win the support of colleagues and leaders.	I
9.	You must be highly organised and able to cope under pressure, prioritising work and meeting deadlines working on your own initiative.	I
10.	You're passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.	I
11.	You have a can-do attitude and are focused on achieving outcomes.	I
12.	You have an open mindset and embrace new concepts and ideas and are able to adapt to changing priorities, emerging opportunities and challenges. .	I

The National Deaf Children's Society is a registered charity in England and Wales (1016532) and in Scotland (SC040779).

Person Specification

Media and Communications Officer (Chapter Member – Communicate)

Desirable Criteria		How it is measured
A – Application *I – Interview* *T – Test or Presentation* *Q - Qualification*		
1.	You have voluntary sector experience within organisations focused on children, families and/or disability in cross-cultural environments	A
2.	You'll have an understanding or awareness of agile values and principles	I
3.	An understanding of deaf awareness and British Sign Language skills or a willingness to learn.	I

The National Deaf Children's Society is a registered charity in England and Wales (1016532) and in Scotland (SC040779).