

Media and Communications Officer

[Apply Now](#)

Company: Morson Talent

Location: Manchester

Category: Arts-Design-Entertainment-Sports-and-Media

FIXED TERM CONTRACT

Role Purpose:

Act as our client lead content & media services specialist applying expertise to deliver complex professional content & media management support services.

Partners with relevant business areas across our client providing specialist advice, identifying opportunities for improvement, designing/delivering new approaches to content & media management support services, and manages associated external specialists who deliver professional communications services to our client.

1. Effective development and management of communications strategies for TfN • Develop and manage the day to day delivery of the content & media related elements of TfN's communication strategies and plans, ensuring they support the organisation's vision and objectives and are properly evaluated and reported.

- Develop and deliver effective media strategies and campaigns.

Identify content & media related issues and ensure the effective implementation of appropriate action, working alongside senior leaders and officers to offer reputational advice and support where required.

- Protect and enhance the reputation of TfN and its senior leader and officers – ensuring all

content & media related activities reinforce positive perceptions of the organisation.

- Take day-to-day management responsibility for the delivery of all aspects of media support for TfN.

- Take day-to-day responsibility for the development and management of TfN's messaging and oversee its delivery across all related activities and services.

- Set performance measures to monitor progress of assigned activities and services.

2. Lead on the planning and delivery of TfN internal communications activities to ensure employees, secondees and consultants are fully informed and engaged • Lead the planning and delivery all required internal communications activities and services across TfN.

- Manage the timely production of notes ahead of each quarterly staff briefing for use by Chief Executive to ensure the effectiveness of all such briefings.

- Manage the drafting and issue of direct communications from the Chief Executive and/or OBT members to wider TfN staff and partners as required.

- Consolidate information into succinct briefing emails to be sent to TfN staff, counterparts at partner organisations and/or stakeholders from partner organisations.

- Manage the provision of media monitoring briefings and analysis on a weekly basis to highlight key developments to TfN staff and partners as required.

- Draft and maintain content to support all internal communications requirements and activities.

- Work in conjunction with the Head of HR to lead the development and delivery of all employee

engagement elements of TfN's People Strategy.

3. Specialist media stakeholder

engagement support and public • Manage the design and delivery of communications campaigns with support from colleagues as required.

relations services to enhance the reputation of TfN • Manage the provision of a professional and effective media relations services for TfN including organising and managing media events when required, responding to enquiries and providing appropriate responses including news releases as required.

- Lead in identifying and addressing of inaccurate, incomplete or unbalanced comments and media coverage to mitigate potential reputational damage.

- Lead the establishment and maintenance of proactive relationships with the media.

- Develop and maintain relationships of trust and respect with Communications counterparts at stakeholder organisations.

- Manage the design and implement of agreed media protocols with staff and partner organisations.

- Manage the assessment of risk and support on corporate reputation issues with appropriate communications related input is required.

4. Proactively identify opportunities to promote TfN activities and projects, through forward planning and creative approach • Maximise positive media coverage and positive feedback from stakeholder groups by seeking out opportunities to promote TfN activities.

- Work with colleagues to devise and implement positive and proactive communications strategies to promote and enhance TfN's reputation – including handling confidential and sensitive information.

- Take a proactive role in the development and delivery of creative approaches to publicise TfN's priorities.

5. Specialist communications advice and counsel to TfN colleagues • Manage the provision of advice to colleagues and spokespeople as required on media related issues including:

- o Response to media coverage;

- o Appropriate communications content;
- o Reputational risks and challenges.

- Provide appropriate briefing material/support to colleagues as required.

- Support members and colleagues during media activity and/or stakeholder events such as interviews, press conferences, exhibitions and roadshows as required.

6. Day-to-day planning, co- ordination, and delivery of communications activity on projects involving all appropriate partners • Work with internal colleagues to coordinate and deliver activity across a range of communications and engagement channels (e.g. media relations and internal communications.)

- Promote best practice communications and engagement activity across the organisation.

- Work closely with all partners involved in the scheme to coordinate communications activity with project activity / milestones.

7. Record and respond to communications enquiries • Provide information in response to communications information requests, including dealing with inbound enquiries and Freedom of Information requests.

- Manage and maintain communications databases to ensure that responses are issued on time.

- Recognise and escalate urgent, important or emerging issues as appropriate.

- Maintain and update relevant records, including databases, in accordance with the General Data Protection Act and the Freedom of Information Act.

- Collate performance statistics to feed into performance analysis.

8. Liaise with communications peers in local transport authorities across the North and partner organisations nationally to feed into wider communications planning • Coordination of multi-agency communications activity.

- Build and maintain a network of communications contacts across local transport authority and partner organisations.

[Apply Now](#)

Cross References and Citations:

1. [Media and Communications Officer ReactjobsnearmeJobs Manchester Reactjobsnearme ↗](#)
2. [Media and Communications Officer Topjobsearch Jobs ManchesterTopjobsearch ↗](#)
3. [Media and Communications Officer NewyorkjobsJobs ManchesterNewyorkjobs ↗](#)
4. [Media and Communications Officer Androidjobs Jobs ManchesterAndroidjobs ↗](#)
5. [Media and Communications Officer Physiotherapistjobs Jobs Manchester Physiotherapistjobs ↗](#)
6. [Media and Communications Officer CosmeticsjobsJobs ManchesterCosmeticsjobs ↗](#)
7. [Media and Communications Officer Warehousejobsnearme Jobs Manchester Warehousejobsnearme ↗](#)
8. [Media and Communications Officer Governmentjobsnearme Jobs Manchester Governmentjobsnearme ↗](#)
9. [Media and Communications Officer Searchcanadajobs Jobs Manchester Searchcanadajobs ↗](#)
10. [Media and Communications OfficerMuseumjobsJobs ManchesterMuseumjobs ↗](#)
11. [Media and Communications OfficerUnitedkingdomjobs Jobs Manchester Unitedkingdomjobs ↗](#)
12. [Media and Communications OfficerPandajobsJobs ManchesterPandajobs ↗](#)
13. [Media and Communications OfficerKazakhstanjobs Jobs Manchester Kazakhstanjobs ↗](#)
14. [Media and Communications OfficerKuwaitjobstoday Jobs Manchester Kuwaitjobstoday ↗](#)
15. [Media and Communications OfficerAnesthesiologistjobsJobs Manchester](#)

Anesthesiologistjobs ↗

16. **Media and Communications OfficerMakkahjobs Jobs ManchesterMakkahjobs** ↗
17. **Media and Communications OfficerFindsalesjobs Jobs ManchesterFindsalesjobs** ↗
18. **Media and Communications OfficerRussiajobs Jobs ManchesterRussiajobs** ↗
19. **Media and communications officer Jobs Manchester** ↗
20. **AMP Version of Media and communications officer** ↗
21. **Media and communications officer Manchester Jobs** ↗
22. **Media and communications officer Jobs Manchester** ↗
23. **Media and communications officer Job Search** ↗
24. **Media and communications officer Search** ↗
25. **Media and communications officer Find Jobs** ↗

Source:<https://uk.expertini.com/jobs/job/media-and-communications-officer-manchester-morson-talent-221461797/>

Generated on: 2024-05-02 by [Expertini.Com](https://uk.expertini.com/)