

# Role Profile

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## Role Details

Role Title	Media Relations Manager
Band	4
Civil Service equivalent grade	7
Success Profiles Behaviours level	4
Business unit	Communications
Reporting to	Head of Communications
Date produced or updated	July 2019

## Purpose of Role

Develop and implement media relations activity – contribute to the annual media and PR plan. Develop opportunities for positive coverage of NS&I’s retail savings products. Manage crisis issues when they emerge.

## Key responsibilities

Lead PR activity to promote and defend the NS&I brand and its savings products – including developing and implementing activity aligned with NS&I’s strategy and objectives (including research based media relations), managing and communicating contentious issues such as rate changes, product range changes, etc.

Develop and implement a media contact programme to maintain good relationships with target media

Working with the Head of Communications lead NS&I’s proactive and reactive response to crisis issues affecting NS&I’s retail savings customers. Produce LTT, media releases/statements as required.

Champion use of evaluation with the team – ensure that it is used to inform planning of new campaigns.

Support Head of Communications and work with Media Relations Officer in overseeing budgetary spend and managing suppliers delivering press cuttings, broadcast monitoring, evaluation, etc.

When issues arise, as agreed with Head of Communications, liaise with colleagues across NS&I/partners to enable the drafting of LTT/statement and ensure relevant partner press offices are briefed. Act as out-of-hours on call contact for press office.

Lead on managing customer complaint cases as and when they are raised by the media.

Work with the customer relations team to resolve these as appropriate.

Oversee the digital delivery for NS&I’s corporate social channels (Twitter and LinkedIn) and NS&I’s corporate website

Maintain positive working relationships with partner press offices (HMT, outsource partner,

other Government organisations).

## Relationships

Please list the jobs and areas with which the post interacts. This should show internal and external relationships.

Internal	External
<ul style="list-style-type: none"><li>- Director of People and Strategy, Director Retail Customer and other ExCo members as required</li><li>- Finance and Business Insight teams</li><li>- Retail Customer teams including Product, marketing, customer experience, brand, financial intermediaries and social media</li><li>- Operations and complaints teams</li><li>- Research and Competitor Intelligence teams</li><li>- Compliance team</li></ul>	<ul style="list-style-type: none"><li>- UK media</li><li>- Atos external communications team</li><li>- Government communications contacts: HMT, Government Communications Network</li><li>- External suppliers</li><li>- Trade bodies (BSA, BBA)</li><li>- Consumer groups</li></ul>

## Person specification

### Essential qualifications, experience and technical knowledge

#### Essential experience

- Substantial relevant industry experience (financial services sector preferred) gained in an in-house role or in a communications consultancy
- Confident dealing with journalists and the media, as well as colleagues at all levels.
- Experience of developing, managing and implementing media relations campaigns, including research based campaigns
- Experience of crisis and issues management
- Understanding of how to build relationships with both media and stakeholders
- Experience of social media usage in a professional environment

#### Essential technical knowledge and skills

- Thorough understanding of social media and the ways this can be used reactively and proactively for media and PR activity.
- An ability to quickly absorb information, understand and respond to complex issues with

sensitivity and discretion

- The ability to act as a spokesperson in all media (TV, radio, press)
- Excellent written and verbal communication skills and ability to master technical, financial and business information and communicate it effectively in a compliant way
- Understanding of evaluation techniques and how these form a key part of communications activity

Desirable qualifications, experience and technical knowledge and skills

- Experience working in a regulated environment
- Experience working in the public sector in communications role and understanding of parliamentary process

**Civil Service Behaviours in the Success Profiles Framework – level 4**

We will select against the following specific Behaviours in recruitment

- Seeing the Big Picture
- Making Effective Decisions
- Communicating and Influencing
- Managing a Quality Service
- Delivering at Pace

**Seeing the Big Picture**

Develop and maintain an understanding of economic, social, political, environmental and technological developments to ensure activity is relevant. Ensure plans and activities in your area of work reflect wider strategic priorities and communicate effectively with senior leaders to influence future strategies. Adopt a government wide perspective to ensure alignment of activity and policy. Bring together views, perspectives and diverse needs of stakeholders to gain a broader understanding of the issues surrounding policies and activities.

**Changing and Improving**

Encourage, recognise and share innovative ideas from a diverse range of colleagues and stakeholders. Give people space to take initiative and praise them for their creativity. Create an environment where people feel safe to challenge and know their voice will be heard. Make changes which add value and clearly articulate how changes will benefit the business. Understand and identify the role of technology in public service delivery and policy implementation. Consider the full impact of implementing changes on culture, structure, morale and the impacts on the diverse range of end users, including accessibility needs. Identify early signs that things are going wrong and respond promptly. Provide constructive challenge to senior management on change proposals.

**Making Effective Decisions**

Clarify your own understanding and stakeholder needs and expectations, before making decisions. Ensure decision making happens at the right level, not allowing unnecessary bureaucracy to hinder delivery. Encourage both innovative suggestions and challenge from others, to inform decision making. Analyse and accurately interpret data from various sources to support decisions. Find the best option by identifying positives, negatives, risks and implications. Present reasonable conclusions from a wide range of complex and

sometimes incomplete evidence. Make decisions confidently even when details are unclear or if they prove to be unpopular.

### **Leadership**

Promote diversity, inclusion and equality of opportunity, respecting difference and external experience. Welcome and respond to views and challenges from others, despite any conflicting pressures to ignore or give in to them. Stand by, promote or defend own and team's actions and decisions where needed. Seek out shared interests beyond own area of responsibility, understanding the extent of the impact actions have on the organisation. Inspire and motivate teams to be fully engaged in their work and dedicated to their role.

### **Communicating and Influencing**

Communicate with others in a clear, honest and enthusiastic way in order to build trust. Explain complex issues in a way that is easy to understand. Take into account people's individual needs. Deliver difficult messages with clarity and sensitivity, being persuasive when required. Consider the impact of the language used. Remain open-minded and impartial in discussions, whilst respecting the diverse interests and opinions of others. Introduce different methods for communication, including making the most of digital resources whilst getting value for money. Monitor the effectiveness of own and team communications and take action to improve where necessary.

### **Working Together**

Actively build and maintain a network of colleagues and contacts to achieve progress on shared objectives. Challenge assumptions while being willing to compromise if beneficial to progress. Build strong interpersonal relationships and show genuine care for colleagues. Ensure consideration and support for the wellbeing of yourself and individuals throughout the team. Understand the varying needs of the team to ensure they are supported and their experiences are utilised. Create an inclusive working environment where all opinions and challenges are taken into account and bullying, harassment and discrimination are unacceptable. Remain available and approachable to all colleagues and be receptive to new ideas.

### **Developing Self and Others**

Prioritise and role-model continuous self-learning and development. Identify areas individuals and teams need to develop in order to achieve future objectives. Support colleagues to take responsibility for their own learning and development. Ensure that development opportunities are available for all individuals regardless of their background or desire to achieve promotion. Ensure individuals take full advantage of learning and development opportunities available to them, including workplace based learning. Encourage discussions within and between teams to learn from each other's experiences and change organisational plans and processes accordingly.

### **Managing a Quality Service**

Demonstrate positive customer service by understanding the complexity and diversity of customer needs and expectations. Deliver a high quality, efficient and cost effective service by considering a broad range of methods for delivery. Ensure full consideration of new technologies, accessibility and costings. Make clear, practical and manageable plans for service delivery. Ensure adherence to legal, regulatory and security requirements in service delivery. Proactively manage risks and identify solutions. Establish how the business area compares to industry best practice. Create regular opportunities for colleagues, stakeholders, delivery partners and customers to help improve the quality of service.

### **Delivering at Pace**

Ensure everyone clearly understands and owns their roles, responsibilities and business priorities. Give honest, motivating and enthusiastic messages about priorities, objectives and expectations to get the best out of people. Comply with legal, regulatory and security

requirements in service delivery. Set out clear processes and standards for managing performance at all levels. Ensure delivery of timely quality outcomes, through providing the right resources to do the job, reviewing and adjusting performance expectations and rewarding success. Maintain own levels of performance in challenging circumstances and encourage others to do the same.