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| A | **Post Details** | | | |
|  | Job Title: | Media Relations Manager | Function: | Communications & Stakeholder Engagement |
|  | Location: | 4More, London | Unique Post Number: |  |
|  | Reports To: | Head of External Communications | Grade: | MG2 |
| B | **Purpose of the Job** | | | |
|  | Southeastern is one of the largest, busiest and highest profile rail operators in the country – the Media Relations Manager is at the forefront of protecting and enhancing the operator’s reputation among national, regional and trade press  Protect and enhance the company reputation by demonstrating how Southeastern is delivering a better, more reliable and more sustainable railway.  Work with the wider business to understand their workstreams, identify risks and opportunities and then develop effective and engaging communications content to tell that story to a range of audiences  Translate complex operational transport issues in a highly regulated environment so they’re understandable to a mass audience and can be communicated simply.  Be the formal company spokesman in a high-profile, high-pressure, organisation – providing the lines-to-take and delivering the messages.  Use modern media techniques to generate positive media coverage. In particular, work independently to develop multi-media content to help maximise reach in mainstream media  Working with Communications colleagues to deliver 24-hour on-call service for national, regional and trade media enquiries  Be the company’s subject matter expert for dealing with the media, providing guidance for colleagues and senior leaders.  Lead the business in ‘crisis management’ periods and co-ordinate the company’s response.  Provide direction, guidance and support for online, print and other communication and publicity material aimed at existing passengers and potential new customers. | | | |
| C | **Principal Accountabilities** | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10  C11  C12 | Leading the business’ engagement – both proactive and reactive – with national, regional and trade press in order to protect and enhance the company’s reputation.  Ensure all media activity is aligned with the Communications and Stakeholder Engagement Strategy and the wider business strategy in order to support the journey to providing a better, more reliable and sustainable railway  Deputise for the Head of External Communications at internal and external events and meetings as required  Work collaboratively with the wider Communications and Stakeholder Engagement team to help shape communications activity and ensure media opportunities are effectively developed and delivered.  Provide expert advice, guidance and challenge to the Executive and DOHL on issues that could negatively impact on the company’s reputation amongst the media and may impact reputation  Develop and maintain good relationships with national, local and transport press to establish a greater understanding and support for the company via the media and create opportunities to attempt to influence public opinion on key issues.  Be proficient in the effective use of modern media techniques – particularly multi-media – in order to create effective and engaging content for use by digital news and media outlets  Support marketing manager to identify PR opportunities with third parties and maximise relationship with local press to promote Southeastern’s services.  Work with directorates across the business to understand their priorities and develop and deliver effective and engaging communications activity to protect and enhance their – and the business’ - reputation  Work collaboratively with the Head of External Communications and Executive team in the event of a ‘crisis’ scenario. Develop and deliver the company’s key messages to ensure the company is seen to be professional, effective and compassionate.  Determine and deliver the company ‘lines-to-take’ and key messages when responding to press and other stakeholder enquiries and be the company spokesperson on national, trade and local TV, broadcast and print media.  Manage the media engagement compartment of the External Communications budget efficiently and effectively  Represent the company at cross-industry and external meetings and event which are relevant to media and PR generally. | | | |

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| D | **Safety Responsibilities** | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | Yes |  | No | **🗸** |
| D2 | This is a KEY SAFETY POST or nominated deputy | Yes |  | No | **🗸** |
| D3 | The holder of this post is identified as a KEY SAFETY MANAGER | Yes |  | No | **🗸** |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | Yes |  | No | **🗸** |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | Yes |  | No | **🗸** |
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| D6 | The post holder has the following specific safety responsibilities:  None | | | | |
| E | **Decision making Authority** | | | | |
| E1  E2 | Deciding and delivering the company ‘lines-to-take’, (taking guidance if needed from Head of Communications and Publicity) and leading this when ‘on-call’ and when deputising.  Taking the strategic communications lead: deciding what, when and how to communicate company messages – and oversee messages are consistent across channels (print, online, etc). | | | | |
| F | **Most Challenging and/or Difficult parts of the role** | | | | |
| F1  F2  F3  F4  F5  F6 | Negotiating with journalists and external stakeholders to in order to promote Southeastern to enhance company reputation.  Composing and delivering company lines to take – and being the visible face of Southeastern.  Mitigating against negative publicity and minimising damage to reputation.  Translating complex technical matters and explaining highly regulated industry issues for non-technical and uninformed audiences.  In a challenging economic climate to find positive stories and angles to promote Southeastern – supporting all PR and marketing activity in line with business objectives.  Provide expert and considered advice to senior leaders within Southeastern and be prepared to challenge existing norms | | | | |

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| G | **Person Specification** |
|  | Southeastern aims to recruit people not just for jobs but for long term careers. We want good quality, talented people with the right attitude who will stay with us.For these reasons we look for evidence of Southeastern values and behaviours in all potential staff and our existing staff looking for promotion along with the particular experience/knowledge, skills and behaviours relevant to the position applied for. These areWe care passionately about people  * + we put ourselves in our passengers’ shoes to do what’s right for them   + we support our colleagues to be, feel and do their best   + we love the places we serve and do our bit for our communities and environment  We aim to be the best  * + we move with pace, we’re agile and learn from everything   + we relentlessly strive to be the best   + we are professionals with personalities  We make the difference together  * + we are answerable to each other and our passengers   + we trust each other and do what we say we will   + we are stronger together than we are as individuals   The job demands the following blend of experience/knowledge, skills and behaviours (all are essential , unless otherwise shown and will be assessed by application and/ or interview/assessment) : |
| G1 | Experience, Knowledge & Qualifications – Essential Professional corporate communications experience with a proven track record in journalism and/or public relations including making complex, technical or financial information understandable to a mass audience.  Strong experience in written communications – with a focus on attention to detail.  Proven ability to use modern techniques – particularly making best use of multi-media content to tell an effective and engaging story  Experienced in decision making and problem solving in a high pressure and high-profile environment.  Demonstrated experience of crisis communication and change communication affecting a national brand.  Experience of managing several projects simultaneously within agreed deadlines.  Proven experience of working on major communications projects  Experience in devising and delivering communications strategies.  At a minimum, a Bachelor’s degree or equivalent.  **Desirable**  Proven experience in conducting broadcast television and live radio interviews in a high pressure and hostile environment - often dealing with complex operational matters/technical data.  Media contacts in London and the South East of England.  Experience of working in a communications role within the public transport service sector.  Experience of working in a communications role for a private company with responsibilities to shareholders.  Experience in developing external communications collateral such as award entries, website, poster copy and internal communications. |
| G2 | Skills (including any specific safety critical competencies) |
| G3 | Behaviours Leadership  Excellent communication and interpersonal skills  Influencing and negotiating  Thinking and problem solving  Planning and organising  Taking a broader view  Professionalism  Honesty and integrity |
| G4 | **Other**  As required by the media on-call rota; abstaining from alcohol as per the company’s policy and also being within reasonable reach of London / Kent. |

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| H | **Dimensions of role** | | | | |
| H1 | Financial – Direct: | |  | | |
| H2 | Financial – Other: | |  | | |
| H3 | Staff Responsibilities – Direct: | |  | | |
| H4 | Staff Responsibilities – Other: | |  | | |
| H5 | Any Other Statistical Data: | |  | | |
| I | **Acknowledgement** | | | | |
| I1 | Prepared By: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| I2 | Approved By (Head of Department): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **J** | **Job Description Briefing** | | | | | |
|  | The post holder has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of post holder: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |
| **K** | **Nominated Deputy for Safety requirements** | | | | | |
|  | If this is a KEY SAFETY POST (D2 in Safety Details above is YES) at least one nominated deputy must be identified. The Job Holder must ensure that the Nominated Deputy(ies) receives a copy of, and is briefed on this Job Description. If there are more nominated deputies, they should sign further copies of this Job Description. | | | | | |
|  | The nominated deputy has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of nominated deputy: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |