# Ambassador and Media Relations Manager

**Why do we need this role?**

The Ambassador and Media Relations Manager is key to raising the profile of Help Musicians and Music Minds Matter through the nurturing of high profile relationships and an understanding of the media.

This role will grow our audiences using their strong interpersonal skills to support and foster impactful relationships with new and existing Ambassadors. You’ll engage with influential voices who align with our cause, work and messaging as well as identify and onboard new voices who can champion our impact and grow our audiences.

This role also supports the growth in understanding of our work by identifying opportunities to tell our stories in the media through the proactive placing of opinion editorials, awards submissions and features, as well as working with our agency on the distribution of press releases.

**Reports to:** Head of Communications and PR

**Our Values**

At Help Musicians & Music Minds Matter we:

**Embrace change**; recognising that change leads to opportunity and the potential to seek out better solutions for those we’re here to support

**Are curious**; recognising that insight, understanding and empathy enables us to deliver our best work

**Value difference**; knowing that diversity of thought, team and experience makes our charities stronger

**Come together**; united through our appetite for music we’re committed to working collectively, doing the very best to support those that need our help

**What does success look like?**

* An engaged ambassador and advocate portfolio who champion our work through campaigns, fundraising, advocacy and networking support
* Continued growth in our advocate portfolio, helping the two charities reach a wider audience of beneficiaries and supporters
* A raised profile in key demographics achieved through strategic media story placement
* Increased corporate music industry engagement through relevance shown in the trade press
* Identification and onboarding of new advocate and ambassadors who support our cause and help us reach our goals
* Consistent relationship development with our Ambassador roster

**Key Objectives:**

1. Develop a communications and engagement plan for our current Ambassador roster, ensuring they are up to date and engaged in our work
2. Work collaboratively with senior management and our PR agency to implement the goals of our PR work in-line with agreed areas of focus
3. Development of a media communications plan in-line with organisational goals
4. Keep up to date with music industry trends and topics, making recommendations for where Help Musicians and Music Minds Matter can amplify awareness alongside their work and key messages
5. Share understanding of where a third-party voice can increase the impact of our communications output, Identifying and making recommendations for new advocates who align with our cause and messaging, proactively developing a pipeline for growth in this area
6. Make recommendations to our Fundraising department for real-life case studies that can amplify our cause
7. Lead in ensuring briefing materials are up to date and disseminated across the organisation
8. Regularly review organisational KPIs to make recommendations for stories or insight that highlight our cause and/ or impact
9. Make recommendations for advertising spend in media to reach key audiences with particular messages
10. Coordinate media relations to amplify key moments in the wider charity calendar as well as marketing and fundraising campaigns

**Main accountabilities**

1. The identification, recommendation and approach of potential ambassadors and advocates who meet our goals
2. Regular connection with our current ambassador roster, ensuring they are engaged in our work and informed about how they might support in future
3. Working collaboratively across the organisation to map ambassador and advocate engagement opportunities, leveraging our roster’s interests and profile
4. First point of contact for incoming media requests and proactive outreach to the media to support the overall PR objectives
5. Identify stories that will resonate with our audiences and we can tell in-line with our organisational goals and key messages, working across departments to understand our beneficiaries, research and insight
6. Coordination and briefing of staff members for all media and external speaking opportunities
7. Develop a trade media communications plan including, goals and tactics.
8. Create content for press releases, byline articles and other PR assets
9. Monitor, analyse and communicate PR results on a regular basis
10. Build relationships with thought leaders and strategic advocate partners to grow industry awareness

**Person Specification**

**Essential Skills and Experience**

1. Experience developing relationships through strong interpersonal skills to meet a goal.
2. Experience working with musicians/ leaders of profile.
3. Experience pitching stories to journalists, writing press releases, media and staff briefings.
4. Excellent written and verbal communication skills including report writing, public speaking and presentations.
5. The ability turn data into digestible stories of insight for particular audiences.
6. Excellent written and verbal communication skills including report writing, public speaking and presentations.
7. An ability to deliver at pace, working to strategic objectives and setting KPI’s.

**Desirable**

1. Artist PR experience.
2. Knowledge of legislation, regulation and relevant standards relating to the use of personal data and fundraising (Data Protection Act, Privacy & Electronic Communications Regulations, GDPR, Fundraising Regulator) and how this impacts communications.
3. Excellent knowledge of the UK music media landscape with a contacts book ready to utilise.
4. An understanding of the music industry, its networks and structures.

**Personal attributes**

* Ability to understand the needs and priorities of stakeholders (inside and outside the organisation) and the desire to meet their expectations
* A willingness to ask questions to inform your understanding and decision-making
* Tendency to set high goals for self and others, focusing on the delivery of targets, quality and deadlines
* A proactive leader who understands how to get the best from stakeholders

**Additional info**

* Hybrid working, with a minimum of 2 days in the London office (WC1X 9JS) and 3 days at home, with flexibility to attend the London office more regularly as the needs of the role dictate

*This job description is a written statement of the essential requirements of the job, with its key accountabilities, and the experience, knowledge, and skills required for effective performance. This is not intended to be an exhaustive account of all aspects of the duties involved.*