

Job Description



<b>Role Title:</b>	<b>Public Affairs and Media Officer</b>
<b>Salary:</b>	<b>Up to £35,000 depending on experience and qualifications</b>
<b>Term:</b>	<b>To be confirmed after three month probationary period</b>
<b>Reporting To:</b>	<b>MCB's Finance &amp; General Purposes Committee, Public Affairs and Media</b>
<b>Role Purpose:</b>	<ul style="list-style-type: none"> <li>▪ To harness, strategise and implement MCB's public policy lobbying capability. Using his or her deep and nuanced understanding of the British Muslim community, the post holder will lead MCB's work in putting forward policy concerns faced by the community to all levels of government and the policy community.</li> <li>▪ To follow the policy parameters set by the democratically elected leadership of the MCB. To translate their priorities into a media and public affairs strategy.</li> <li>▪ The post holder must develop strong working relationships with policymakers &amp; influencers, relevant parliamentary individuals &amp; bodies, key political groups/figures. The post holder should also develop close working relationships within the media.</li> <li>▪ To develop and media strategy that will fulfil MCB's objective of fostering an enlightened appreciation of Islam and British Muslims.</li> <li>▪ To lead and develop MCB's communications capability, raising MCB's public profile and position as an effective voice serving the interests of the widest and most diverse range of British Muslim groups &amp; individuals.</li> </ul>
<b>Key Stakeholders: (Internal and External)</b>	<ul style="list-style-type: none"> <li>• <b>Internal:</b> To follow policy parameters set by elected leadership. Liaise closely with MCB Office-Bearers, the MCB office, the Public Affairs and Media committees and other sections of MCB where there will be a public affairs or media component.</li> <li>• <b>External:</b> To contact and liaise with key advisors to MCB; MCB affiliates; governmental policymakers and influencers; key political groups/figures; a range of media industry figures (journalists, editors, producers) media officers in other organisations; media service agencies. The standing and integrity of the MCB should never be compromised and the post-holder will need to exercise judgement in deciding when it is appropriate and consult with elected office bearers on a regular basis.</li> </ul>
<b>Deadline for application</b>	<b>12 December 2008</b>

**P – Priority tasks**

**D – desirable tasks, candidates will be asked to provide strategies for achieving these strategic tasks**

	<b>Key accountabilities</b>	<b>Key activities</b>
1	To help raise understanding of the issues affecting and appreciation of British Muslims through media advocacy and ensuring that the MCB is cited in media coverage.	<ul style="list-style-type: none"> <li>• Create PR and statements for specialist and mass market press. <b>P</b></li> <li>• Prepare, issue and follow up press releases and produce a regular flow of material including letters to editors and articles, online and broadcast media. <b>P</b></li> <li>• Offer journalists and others facts and authoritative comment around MCB corporate aims, policy report launches and wider issues affecting British Muslims. <b>P</b></li> <li>• Build/generate/create interest among target media, policymakers &amp; influencers, and parliamentary bodies on key campaign issues over the long term. <b>P</b></li> <li>• Be proactive in positioning MCB in relation to relevant events/issues including responding rapidly to breaking news as well as devising and carrying out longer-term media projects. <b>P</b></li> <li>• Co-ordinate between office-bearers when emergency press releases must be issued. <b>P</b></li> <li>• Identify issues with public appeal for media stories and campaigns, work with MCB affiliates to generate positive news stories. <b>P</b></li> <li>• Identify good spokespeople for the MCB and use them effectively; and also act as an authoritative and effective spokesperson as required. <b>P</b></li> <li>• Research and measure political attitudes to the MCB and the British Muslim community. <b>D</b></li> </ul>
2	To develop MCB's relations with policymakers & influencers, relevant parliamentary individuals & bodies, key political groups/figures, and all appropriate sections of the media.	<ul style="list-style-type: none"> <li>• Network effectively, develop and maintain good contacts with a wide range of journalists, policymakers &amp; influencers, relevant parliamentary individuals &amp; bodies, and key political groups/figures. <b>P</b></li> <li>• Identify opportunities for and arrange personal contact between key staff and journalists, policymakers &amp; influencers, relevant parliamentary individuals &amp; bodies, key political groups/figures. <b>D</b></li> <li>• Ensure that journalists are well briefed and informed on MCB's key policy issues, campaigns, and statements and view MCB as a key source of information with regard to British Muslims. <b>P</b></li> <li>• Develop and maintain professional systems for contacting media personnel, policymakers &amp; influencers, relevant parliamentary individuals &amp; bodies, and key political groups/figures. <b>D</b></li> <li>• With parameters set by various committees, hold regular policy briefings on British Muslim issues with bodies involved in public policy. <b>D</b></li> </ul>
3	Identify public policy lobbying issues that affect British Muslims and identify opportunities for change.	<ul style="list-style-type: none"> <li>• Facilitate discourse within MCB, amongst affiliates and within the community to identify public policy issues. <b>D</b></li> <li>• Identify and realise media and public policy opportunities within the planned work of committees that will support MCB's Public Affairs and Media objectives. <b>D</b></li> <li>• With relevant committees, organise regular briefings for and amongst the policy community. <b>D</b></li> <li>• Political monitoring: track issues and policy and liaise with the relevant bodies within MCB on how to respond <b>P</b></li> <li>• With Office-bearers and other committees. Pursue broad coalitions with other faith and specialist groups for the benefit of the community and for effective lobbying led by MCB. <b>P</b></li> <li>• Deliver effective campaigns via lobbying or other means to drive issues affecting British Muslims in Parliament and the assemblies across the UK. <b>P – but seek help from committees</b></li> </ul>

4	Facilitate and manage MCB's relationship with external stakeholders  <b>P</b>	<ul style="list-style-type: none"> <li>• To act as the main contact point for the MCB dealing with enquiries from the media, Government departments, businesses and other external organisations. <b>P</b></li> <li>• Develop and maintain contacts with relevant bodies and professionals in other organisations, including key political and policy figures. <b>P</b></li> <li>• Select committee advocacy: seek out experts within the community and press for them to present to various parliamentary hearings. <b>D</b></li> <li>• Regulatory affairs: act as interlocutor between MCB specialist committees and various agencies and quangos that affect the Muslim community. <b>D</b></li> </ul>
5	To manage MCB's public profile and manage the relevant contributions from internal and external sources.  <b>P</b>	<ul style="list-style-type: none"> <li>• Co-ordinate MCB's communications strategy and brand. <b>P</b></li> <li>• Set-up a process that will ensure that MCB's corporate reputation is not diminished through any of its own media (PR, web, publications). <b>D</b></li> <li>• Develop processes to ensure post holder has ultimate responsibility for content. <b>D</b></li> <li>• Develop process and manage staff so that MCB's website is regularly updates and procedures are followed. <b>D</b></li> <li>• Establish MCB's corporate memory – ensure that events and initiatives are properly recorded through appropriate mediums (write-ups, photographs etc.). To ensure good material can be utilised across MCB's internal media (web, photo-library, news letters, etc). <b>D</b></li> <li>• To be the 'editor-in-chief' of all of MCB's output – to assist with the writing/proof reading of promotional material, including those which may be used to supplement funding applications. <b>P</b></li> <li>• Plan, write, edit and distribute publicity material for the MCB, including press releases, newsletters, and annual reviews. <b>P</b></li> </ul>
6	To control the allocated Budgets and assist in the planning for future Budgets.	<ul style="list-style-type: none"> <li>• To plan and manage Media and Public Affairs budgets to achieve agreed outputs. <b>D</b></li> <li>• To comply with monitoring and funding requirements as specified by the funding bodies. <b>D</b></li> <li>• To hire and be responsible for good quality interns who will assist in post-holders work. <b>P</b></li> </ul>
7	To work in concert with the Public Affairs and the Media Committee	<ul style="list-style-type: none"> <li>• Assist and seek assistance of both committees to fulfil MCB objectives. <b>P</b></li> <li>• To assist in the Public Affairs Committee objectives to increase democratic and civic participation within the British Muslim community. <b>P</b></li> <li>• To assist Media Committee in building community capacity – e.g. through various media training courses. <b>D</b></li> </ul>
8	To develop good relations with public affairs, PR and media practitioners in relevant external organisations	<ul style="list-style-type: none"> <li>• Keep abreast of new developments in the field of media relations. <b>D</b></li> <li>• Co-operate with third party organisations, aligning their views with those of MCB's, seeking to press an issue more cohesively. <b>P</b></li> </ul>
Any other reasonable duty as may be assigned that is consistent with the nature of the job and its level or responsibility.		

## **Person Specification**

**- Role related knowledge, skills, experience and behaviours. E – essential D - desirable**

- **Have substantial (minimum 3 years) experience working in a media relations/journalism/public policy organisation.** This post is central to maintaining the MCB as an authoritative voice on issues affecting British Muslims. Candidates who can demonstrate an ability to have an already established set of contacts, or proven experience of developing networks, will have an advantage. **E**
- **Have demonstrable excellent verbal and written communication skills.** Should be an experienced, effective and confident oral and written communicator, inspiring trust and enthusiasm in groups and individuals from a variety of backgrounds and all levels. The ability to produce excellently drafted communication material is critical for this post. Will be asked to prepare a press release at the interview. **E**
- **Proven experience of promoting and discussing high level policy ideas.** Be able to communicate policy to a variety of audiences in an appropriate style. **E**
- **Self-starter: Ability to work to deadlines, under pressure, on own initiative.** **E**
- **Excellent media contacts and networking skills, and a keen news sense:** The successful candidate will be confident in all communications with journalists, policymakers, parliamentary bodies & individuals, and contacts in other external organisations. Candidates with an already developed contacts book, or who can show a proficiency to develop contacts, will be particularly advantageous. **D**
- **Demonstrate an understanding of the British Muslim community and its diversity.** Be able to understand and represent the nature of the community and its complexities to journalists and policymakers alike. Candidates must show awareness that they speak for the whole community, not one section. **E**
- **Astute political and news judgement and knowledge of current affairs.** Must be able to take decisions with confidence, to champion those decisions and take responsibility for the outcomes. Must be able to communicate the MCB and its concerns to a wide audience, making recommendations about when and how to use the media to achieve the MCB's objectives. **E**
- **Grasp and harness the dynamics of the policy community.** Establish relationship with think-tank community, NGOs and other relevant bodies. **D**
- **Commitment to equal opportunities and to the MCB's goals and values.** Be non-partisan and ethical when dealing with colleagues and stakeholders. **E**
- **Creative, imaginative and enthusiastic approach to projects, team-working and problem-solving with the ability to enthuse colleagues and key stakeholders within the MCB.** The candidate should thrive on identifying and seeing through imaginative ideas for media relations, policy work and related campaign events and mass communications. Should be able to work well with other staff, establish and maintain good working relations whether within the MCB or with others outside the organisation. Must be able to contribute to a positive working environment and a strong organisational identity and to work flexibly and cooperatively. **E**
- **Proven experience of initiating, developing and implementing media strategies for key projects, issues and campaigns.** Lead, develop and implement media strategies particularly around policy projects. Be logical and organised, able to translate plans into action, and to organise a wealth of detail in an efficient and effective way. Must be able to monitor and evaluate media strategies against objectives and to savour the challenge of problem solving. **E**
- **Devise and manage budgets to agreed outputs.** Training provided where necessary. **D**
- **Ability to competently use of a range of relevant IT and publicity software packages** (e.g. Word, Excel, Internet, Email, Photo manipulation packages, PowerPoint). Training provided where necessary. **E**
- **Ability to update text and images on an established website (training provided where necessary) and devise plans for development.** **D**