**Job description**

**Job title:** Senior Media Relations Executive

**Department:** Business Services

**Location:** Leeds

**Reporting to:** Senior Media Relations Manager

**Hours:** 9:30am to 5:30pm, Monday to Friday.

**Contract:** Permanent, full time, Hybrid three days in the office, two days at home

**Salary:** Competitive, provided upon request

**Benefits include**: 29 days holiday per annum inclusive of 4 days of compulsory leave to be taken during the period of office closure between Christmas Eve to the 1st working day of the new year, plus all public and bank holidays; contributory pension scheme; life assurance (4 times the annual salary); interest free season ticket loan; childcare vouchers; cycle to work scheme.  We also have regular social activities and pride ourselves on having a supportive and friendly culture.

**Key responsibilities:**

**Media Management**

* Support the press office team to deal with incoming media enquiries
* Liaise with journalists to respond to enquiries and connect with relevant legal teams
* Attend court hearings to support clients and legal teams with media management
* Manage arrangements for media interviews involving lawyers and clients
* Monitor the media for opportunities and risks to flag up with the press office team

**Media strategy and content**

* Draft press releases and input into press strategies
* Attend meetings with legal teams as the press office representative
* Liaise with the wider marketing team on media opportunities
* Edit blogs and copy produced by solicitors
* Use news sense to prioritise work
* Upload content onto the external website
* Use insight and analytics to inform strategies and report on performance

**Social Media**

* Assess audience and objectives to select most appropriate channels for content promotion.
* Draft, schedule and post social media copy, adapting tone and content for each channel
* Monitor social media for opportunities and / or threats

**Other responsibilities**

* Assist with various marketing tasks / activities
* Some travel to other offices and to court hearing will be required
* Ensure all communications align with and support the Leigh Day brand

**Person Specification**

* Genuine interest to work with a leading claimant law firm and passionate about providing access to justice to all.
* Excellent organisational skills
* Relevant media relations or journalism experience with good news sense and knowledge of current affairs.
* Proven ability to communicate accurately, clearly and concisely, in writing and verbally
* Experience in using Content Management Systems to publish content online
* Demonstrable experience of working within a busy environment, independently managing own tasks and prioritising work
* Demonstrable experience of working in a team and providing support to a team
* Proven ability in demonstrating patience, resilience and flexibility whilst managing daily tasks and stakeholder relationships.
* Understanding of main social media channels – including Facebook, Twitter, LinkedIn, Instagram and YouTube.
* Collaborative working, ability to build good working relationships with internal and external stakeholders
* Takes ownership of own performance and development, actively seeking feedback
* Intermediate level proficiency in working with MS Office (PowerPoint, Excel, Word, Outlook), HTML & CMS platforms.