**Job description**

**Job title:** Media Relations Manager

**Department:** Business Services

**Location:** Manchester

**Reporting to:** Senior Media Relations Manager

**Hours:** Permanent, full-time position, 35 hours per week

**Contract:** 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.

**Overall purpose of the role**

The holder of the role will implement the media strategy for the firm under the management of the head of communications. This involves supporting all departments and service lines across the firm.

The role holder will be expected to look for proactive and reactive opportunities for Leigh Day to gain media coverage, create and maintain relationships with relevant journalists and keep up to date with relevant news on the issues involved to keep well informed.

As part of the wider communication team the role holder will support the marketing team in all their communications.

The role will involve regular travel to Leigh Day’s head office in London, and around the country, to assist legal teams in media management, particularly to support clients at inquests.

**Main duties and responsibilities**

**Media Strategy and Content**

* Liaise with the teams across the firm on media stories to understand the issues and determine best news angle
* Keep in regular contact with the group claims legal teams and marketing managers to identify hooks for potential news stories and blogs
* Draft and review external press releases and content for the website, often from complex legal documents, ensuring compliance with media law and consistency with the firm’s style and tone of voice
* Create awareness of group claims in regional and national media proactively and reactively
* Provide guidance to solicitors on media issues and provide media training where needed
* Make decisions on the press strategy for group claims and individual cases working with senior media relations managers
* Support clients in relation to media interest including preparing for interviews, preparing written statements and ensuring their approval
* Upload approved blogs and news stories onto the external website and create social media posts
* Manage distribution of media releases both national and regional

**Media Management**

• Liaise with journalists and manage media requests

• Manage arrangements for media interviews involving lawyers and clients

• Monitor the media for opportunities and risks and be prepared to react quickly

to emerging stories for individual and group claims

* Attend court hearings when necessary to provide in-person support to clients and solicitors and liaise with the media in attendance
* Source, create and maintain media contact lists by case/ interest/ region

**Communications**

* Input into the design and development of communications processes to maximise efficiency and impact
* Assist in training others in those processes and provide feedback on style, tone of voice, spelling and grammar.

Out of hours and weekend working (one-in-four rota) will be required to respond to breaking news or urgent requests.

**Essential Experience**

* Genuine interest to work with a leading claimant law firm and passionate about providing access to justice to all.
* Excellent understanding of main social media channels – including Facebook, Twitter, LinkedIn, Instagram and YouTube
* At least three years’ relevant media relations experience and good knowledge of media law i.e. contempt and defamation
* Excellent news sense and knowledge of current affairs
* Proven ability to communicate accurately, clearly and concisely, in writing and verbally to journalists.
* Confident in advising senior members of staff and discussing difficult and sensitive subjects with clients
* Demonstrable experience of working within a busy environment, independently managing campaigns on tight deadlines and prioritising work to maximise news impact.
* Ability to effectively delegate to and train others.
* Demonstrable experience in building strong working relationships with both senior stakeholders and team members.
* Proven ability in demonstrating patience, resilience and flexibility whilst managing daily tasks and stakeholder relationships.
* Willingness to travel (particularly to London) and be flexible on working hours where necessary
* Intermediate level proficiency in working with MS Office (Powerpoint, Excel, Word, Outlook), content management platforms.