

# SENIOR PRESS OFFICER

Fixed term contract, 12 months (maternity cover)

## **Job pack**

**Closing date:** 23:59, Monday 2 June 2025



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# JOB DESCRIPTION

## Senior Press Officer

<b>Purpose:</b>	To build Foundations' media profile in support of the organisation's strategy and to ensure that Foundations is recognised as the 'go-to' organisation on the evidence about what works for children and families
<b>Responsible to:</b>	Head of Communications and Public Affairs
<b>Number of hours:</b>	35 hours
<b>Length of contract:</b>	Fixed term contract (12 months maternity cover)
<b>Salary:</b>	£48,175 plus generous benefits

## The organisation

Foundations, the national What Works Centre for Children and Families, strives to be a great place to work, where everyone is high performing and where together we achieve impact that makes a real difference for vulnerable children and families. We generate and champion high-quality evidence, working directly with government and local leaders to provide practical solutions and drive change. We're an organisation with ambitious aims and our people are essential to our success.

## The role

Foundations is looking for a proactive self-starter to build our media profile and increase our share of voice on the evidence about what works to change outcomes for children and families. The postholder will be responsible for driving media activity to support our organisational strategy.

The postholder will have a key role in developing and implementing our media approach as part of our communications and public affairs strategy, building Foundations' reputation and establishing the organisation as the 'go to' source of comment and evidence in this space.

The Senior Press Officer is part of the Communications and Public Affairs Team, which sits within the organisation's Impact Directorate (alongside Policy and Practice Development teams). The postholder will identify opportunities for coverage, build relationships with journalists across all channels, and ensure our messages are underpinned by evidence but communicated clearly to ensure cut through.

The role will involve working with and advising colleagues across the organisation (including the Senior Leadership Team) on media strategy, messaging, and execution. Working proactively and creatively, the postholder will suggest, commission, create and sell-in media content.



## Key tasks

The postholder will lead the development, delivery, and evaluation of integrated media and communications plans to engage media stakeholders and will:

- Proactively identify strategic opportunities to raise the profile of the organisation across all areas of Foundations' work and advise on priority media outlets and targets
- Lead the identification of and response to reactive media opportunities, liaising with colleagues across the organisation to deliver accurate, compelling messaging at pace, often to tight deadlines
- Develop and nurture a network of strong, trusted working relationships with key journalists across national and sector UK media to grow understanding and support for Foundations, ensuring it is the 'go-to' press office on child and family issues
- Write impactful and newsworthy content including press releases, statements, letters to editors, blogs, opinion pieces and case studies to promote Foundations' insights and expertise to key audiences
- Plan and lead the organisation of strategic media activity including launches for key outputs, press conferences, photocalls, and visits to projects
- Be responsible for setting up media interviews and supporting spokespeople, including preparing and delivering briefings, and drafting messages
- Work closely with communications colleagues to ensure media content is integrated across our social media and digital channels
- Work with the Head of Communications and Public Affairs to ensure the organisation's voice, tone and key messages are applied consistently across all content
- Participate in press office out-of-hours, on-call work to respond quickly and effectively to media enquiries across all areas of the organisation's work, as required
- Monitor, report, and evaluate all press and media activity and campaigns, including issuing the weekly media coverage report sent to all staff, building in learning of what works into future media activities
- Ensure Foundations' equality, diversity, inclusion and equity (EDIE) activities are appropriately reflected in our media work and contribute to our goal to actively platform diverse voices and issues affecting racially minoritised communities
- Build and maintain relationships with equivalent roles in stakeholder organisations to share best practice and facilitate information sharing around upcoming media activity
- Keep up to date on relevant developments in the sector and public debate to ensure an informed media strategy
- Contribute to messaging for our website and social media channels
- Create digital content (drafting or editing copy and/or creating branded graphics, GIFs, etc.) and post to social media platforms/upload to the website.
- Undertake any other reasonable duties as specified by your line manager to further the objectives of the organisation.



## Person specification

Requirement	Essential	Desirable
<b>Qualifications and training</b>		
1. CIPR qualification or similar		X
<b>Experience</b>		
2. Experience in a dedicated media or press role, or as a journalist, with a track record of delivering high-quality media activities, coverage and output	X	
3. Experience in a busy and fast-paced press office or news environment, preferably for a national organisation, working effectively as part of a team, and independently	X	
4. Substantial hands-on experience in all aspects of media operations, including pitching and placing stories with individual outlets, and securing national and sector coverage	X	
5. Excellent professional judgment, appropriate decision-making, and risk awareness	X	
6. Experience in one or more of the policy or delivery sectors involved in the organisation's work (national government, local government, health, services for children and families, and/or children's social care)		X
7. Experience in an evidence or research-focused organisation, or other workplace producing technical, scientific, or other complex content		X
8. Experience of working with public affairs and/or policy teams and/or service delivery or practice teams		X
9. Experience using digital software and platforms i.e., Canva, Adobe Suite programme/s, website CMS.		X
<b>Knowledge, skills, and abilities</b>		
10. Detailed knowledge of national, major local, and key sector media outlets across broadcast, print and online channels	X	
11. A demonstrable track record of building and maintaining trusted relationships with relevant editors, journalists, correspondents and content producers	X	
12. The ability to identify 'top lines' in content and outputs from the organisation's research programme, and to translate research content	X	



Requirement	Essential	Desirable
to produce accurate, accessible, and persuasive content for press, policy, sector and general audiences		
13. Ability to create digital content and post to social media platforms and websites.		X
<b>Personal qualities</b>		
14. A passion for the media and a regular consumer of news and current affairs output	X	
15. A proactive self-starter, with excellent organisational, administrative and time-management skills, with the ability to work to tight deadlines and assess competing priorities	X	
16. An active commitment to promoting equality, diversity, inclusion and equity in all aspects of work.	X	

## Additional information

### Data protection

Staff who have contact with computerised data systems are required to process and/or use information held on a computer in a fair and lawful way. Staff are also required to hold data only for the specific registered purpose and not to use or disclose it in any way incompatible with such purpose.

### Safeguarding and equality, diversity, inclusion and equity (EDIE)

Foundations is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff to share this commitment. Foundations is committed to building a diverse, equitable and truly inclusive organisation. All posts (and postholders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.



# FOUNDATIONS' CULTURE CODE

**Foundations is an impact driven organisation, where everything we do is to improve outcomes for vulnerable children and families.**

Our mission is to generate and champion actionable evidence that improves services that support family relationships, because we believe every child should have the foundational relationships they need to thrive in life.

The culture at Foundations is what makes this possible: our shared values, the social purpose and high impact of our work, the opportunity to work with excellent colleagues, the ability to develop skills and experience, and our competitive salaries. We want Foundations to be the place you can do the best work of your life.

## Accountability, autonomy and support

People thrive when they are working with great people, when everyone is working together and playing their part. At Foundations, staff have accountability, autonomy, and support. By harnessing the power, ideas, and energy of all of us we are empowered and accountable for delivering excellent work. We support each other to be the best we can be, through strong and effective line management, and through the wider culture at Foundations.

## High performance

Foundations has an expectation that everyone is high performing, so we can improve the lives of vulnerable children and families. We achieve this by investing in excellent line managers and having a strong feedback culture that we train everyone in. We also use Objectives and Keys Results (OKRs) to keep us on track. OKRs are set quarterly at an organisation, team and individual level and are a collaborative goal-setting tool used to set challenging, ambitious goals with measurable results. Our approach means that we dedicate organisational energy where it's needed and are flexible and responsive to changing priorities.

## Pay

As our expectations are higher than some other employers, we pay in the upper quartile for our sector. Fairness and transparency are at the heart of our pay framework, and we believe that everyone in the same role should be paid the same salary. This reduces pay inequalities that typically emerge in performance-related pay models. Our pay framework is different:

- Everyone at Foundations is highly paid for their role
- Pay is not linked to performance, as high performance is expected



- We don't negotiate on salaries, including when we are recruiting
- Our pay framework is simple, fair and equitable
- Pay progression happens regularly – through cost-of-living increases and regular benchmarking
- Everyone is paid London salaries, regardless of where they live.

## Values and behaviours

People join Foundations because they care about the work we do. Our multi-skilled team is brought together by a shared values and the behaviours we expect to see.

**We are transparent in our decisions and actions.** We are always clear about the work we're doing, the quality we expect and the messages we share with our partners. We keep our promises, and we won't shy away from difficult conversations.

**We are rigorous in everything we do, using our expertise and critical thinking to produce high-quality work so that we are a trusted voice.** We use our time and resources to do things properly and to a high standard.

**We are collaborative in our work and our relationships with partners, funders, colleagues and the families and children we serve.** From working with other funders to make substantial investments in evidence generation, to giving power to people who have lived experience of the services we're trying to improve, our partnerships make an enormous difference to the impact of our work.

**We champion equality, diversity, inclusion and equity.** We know that the children and families we serve are affected by disadvantage and discrimination that directly reduces their chances of living in a loving and stable family environment. Understanding how services and interventions work for everyone, and actively seeking out what works for specific groups of people, helps us achieve our mission and vision. And we want a staff team that reflects the diversity of our community, and this means we work hard to be inclusive and accessible, and we are striving to be an anti-racist organisation.

**We make an impact.** We start all our work by questioning whether it will have an impact and we continually reflect on whether this bears out. Even when it's difficult to do so, we will change course if it means our work will be more impactful.

We are ambitious and optimistic about the change Foundations will make to improve family relationships for vulnerable children.





# STAFF BENEFITS

Foundations has an excellent package of staff benefits, alongside high salaries, to support our high performing team.

Paid Leave	<ul style="list-style-type: none"><li>• 30 days annual leave, plus one extra day off for your birthday</li><li>• Paid bank holidays, up to 3 can be switched for religious observance</li><li>• Up to five days carers' leave, in a 12-month period, three days paid</li><li>• Paid compassionate leave</li><li>• Enhanced sick pay</li><li>• Enhanced parental leave and pay</li></ul>
Health and Wellbeing Support	<ul style="list-style-type: none"><li>• Employee Assistance Programme with 24/7 counselling, legal &amp; information line</li><li>• Unlimited access to 24/7 GP</li><li>• Second medical opinion service</li><li>• Mental health support</li><li>• Health check</li><li>• Nutrition consultations</li><li>• Online fitness programme</li><li>• Online portal and access to the Smart Health app</li><li>• Services available to partner and dependents</li><li>• Life cover at 4 x annual salary</li><li>• Bike to work scheme</li></ul>
Eye care	<ul style="list-style-type: none"><li>• Free eye test and contribution towards glasses</li></ul>
Pension	<ul style="list-style-type: none"><li>• 6% employer and 3% employee contribution. No limit on any additional employee contributions made via auto enrolment.</li></ul>
Professional Memberships	<ul style="list-style-type: none"><li>• Professional membership paid, where needed to fulfil role</li></ul>
Staff Discount Scheme	<ul style="list-style-type: none"><li>• Provided by PerkBox; includes discounts across a range of shops and services</li></ul>



# HOW TO APPLY

Please apply via this link: [NFP People - Applying for - Senior Press Officer](#)

We look forward to receiving your application.

Applications close at **23:59, Monday 2 June 2025**

Interviews will be held in person, at our office in London, in the week commencing 16 June 2025.

If you could like an informal conversation whilst applications are open, please contact hiring manager [lucy.burns@foundations.org.uk](mailto:lucy.burns@foundations.org.uk).