**Job description**

**Job title:** *Media Relations Executive*

**Department:** *Business Services*

**Location:** *Manchester*

**Reporting to:** *Head of Media Relations*

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

**Contract:** *Permanent*

**Salary:** *Competitive, Provided upon request*

**Overall job purpose:** *To provide support and assistance to the press office team to aid them in delivering the media strategy.*

**Works with**: *Marketing team.*

**Context to role:** *Leigh Day is a specialist, claimant law firm. Over the last thirty years we have been involved in ground-breaking cases against multinational corporations and government authorities and bodies. The successful candidate will be assisting the Senior Media Relations Manager in delivering the media strategy.*

**Key duties and responsibilities:**

***Admin support***

* *Organise and manage the press office diary and work planner, book meetings*
* *Source, create and maintain media contact lists by case/ interest/ region*
* *Collate and analyse media coverage and social media activity for reporting*

***Media Management***

* *Support the team to deal with incoming media enquiries*
* *Manage arrangements for media interviews involving lawyers and clients*
* *Collate coverage and update lawyers on coverage*
* *Monitor the media for opportunities and risks to flag up with the press office team*

***Media strategy and content***

* *Draft case studies and content for the website*
* *Edit blogs and copy produced by solicitors*
* *Use news sense to prioritise work*
* *Upload approved blogs and news stories onto the external website*

***Social Media***

* *Work with the Digital Marketing Manager to ensure news stories and blogs are shared via appropriate social media channels*
* *Monitor social media for opportunities and / or threats*

***Other responsibilities***

* *Assist with various marketing tasks / activities within the Manchester office.*

***Person Specification***

***Essential***

* *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.*
* *Ability to maintain a flexible approach whilst working within the wider marketing team.*
* *Intermediate level proficiency in working with MS Office (PowerPoint, Excel, Word, Outlook), HTML & CMS platforms.*