Job Description

Job Title: Senior Media Relations Manager	**Job Code:**
Department: Corporate Affairs and Sustainability – Media Relations	**Career Level:** 3
Reports to: Group Head of Media	**Number of Post Holders:** 1
Location: London	**Date updated:**

Purpose:

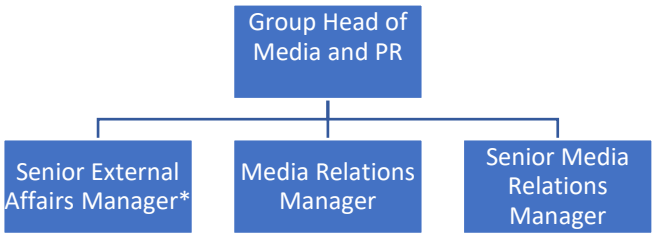
The Senior Media Relations Manager is a critical part of the team delivering the media activity for Drax Group in the UK and supports the Group Head of Media in developing and delivering the media relations strategy. The role plays a central part in advising seniors leaders on the appropriate media relations approach and also supports the broader reputational strategy for the Group by building trust with journalists to support the delivery of Drax's business objectives.

The postholder will help deliver campaigns by working collaboratively with colleagues in policy and public affairs, digital communications, internal comms and community relations, as well as with others across the business.

The postholder will proactively build relationships with journalists across a range of national, regional and trade media outlets in the UK. They will also have day to day engagement with agency resources, as well as working in collaboration with business and project teams.

The postholder will play an active role in the Group's Media Relations Team, positively contributing to strategy, thinking and team culture. They will also deputise for the Group Head of Media as required.

Organisation Chart:



**Role reports 50% into Media and 50% into Public Affairs*

Dimensions:

- Reporting into the Group Head of Media and contributing to the protection and enhancement of Drax's reputation within the media to deliver against the Group's business strategy
- Advising ExCom and other senior leaders on media relations strategies, campaigns, outreach and reactive responses to protect and enhance company reputation
- Deputising for the Group head of Media as needed, providing leadership to the media team and informal coaching role to the media relations manager
- Delivering a programme of proactive and reactive media engagement, working with a large number of regional and national stakeholders
- Close liaison with colleagues across Corproate Affairs & Sustainability
- Day to day media management for areas of the business, such as supporting Drax's financial communications activities
- Works closely with external communications consultancies to ensure value add to the in-house team

- Close collaboration with other teams within the business including public affairs, communities and operations to source information which supports the development of content and stories and raises Drax's profile in the communities where we operate at a regional and national level.

Key Accountabilities:

- Support the Group Head of Media with shaping, coordinating and delivering the media relations strategy, developing and implementing team-wide or company media plans as needed
- Plan and deliver media activity across a range of outlets that covers a combination of business-as-usual activity and proactive campaigns including but not limited to corporate issues, including financial results, Annual report, AGM, M&A, as well as other projects
- Mobilise stakeholder support for Drax's operations and demonstrate the business' commitment to its people and the communities in which it operates via media outreach
- Work with the Group Head of Media in supporting specific strategies for enhancing the reputation of Drax, building support amongst influential audiences, and managing issues and risks that threaten public and stakeholder confidence
- Ensure Drax's sustainability credentials are embedded in the media strategy and messaging
- Collaborate with internal experts to seek out and develop media messaging in the interests of the business' strategic objectives
- Informally coach and manage the media relations manager to support their development as part of the media team
- Work closely with colleagues across Corporate Affairs to ensure that external media activity supports political advocacy campaign strategies and identifies opportunities to influence the direction of public policy
- Monitor and track relevant media commentary which may have a direct read across to the business, and respond as appropriate

Media relations

- Provide advice and counsel to ExCom, other senior leaders, the Head of and other Drax employees on reactive and proactive media relations strategies
- Proactively build effective, professional and transparent relationships with reporters, editors and key media figures at a local, regional and national level
- Support the Group Head of Media in developing and delivering Drax's core narrative and create compelling media content to illustrate this
- Working with the Group Head of Media to actively support the Group's management of and response to crises and other issues management in the media
- Advance the profile of our senior leaders, by using the media as a vehicle
- Lead a regular cadence of outreach and education to media on issues of strategic importance to the business
- Support the execution of executive speaking engagements and media interviews; review/draft and approval of supporting materials such as speeches, key message documents, Q&A and other briefing materials
- Work with the relevant business teams to interrogate and respond to enquiries from media, ensuring they are handled with appropriate sensitivity and diligence.
- Produce interview/event briefings, with key messages and media handling advice for senior spokespeople
- Manage media enquiries and questions on social media, drafting and agreeing responses with the Group Head of Media and colleagues across the team.
- Support the media monitoring function, to amplify positive media stories and provide an early warning system and help mitigate reputational threats.
- Manage and work with external agencies, freelancers and consultants.
- Support the Corporate Affairs team in the preparation of communications materials for corporate events, including financial results, AGMs and capital markets days.

Our **values and behaviours** are our unifying beliefs and actions that guide us to do the right thing, always. It's not just what you do, it's how you do it too.

Note - this section will directly inform any interview or assessment for this role

Knowledge, Skills and Experience required:

- At least six years' experience in a communications or journalism role, preferably within a heavily regulated sector and expertise in managing high profile and potentially reputation-damaging issues, and demonstrable experience delivering corporate and financial communications projects
- Exceptional writing skills and experience in developing content and stories for a range of media platforms, in a fast-paced environment
- Ability to use their own initiative to develop story ideas and sell these into appropriate media outlets/journalists.
- Storytelling and planning skills, ability to take complex information and make it accessible across a variety of channels, for multiple audiences
- Demonstrable experience in proactively building a media contact network
- Experience of managing supplier relationships, including working with external agencies, in delivering against KPIs
- Good influencing and negotiation skills
- Be data driven and adaptable in your communications approach, to achieve the best outcomes.
- Be self-motivated, calm under pressure, with good collaborative and relationship building skills.

High Risk Categories / Fit & Proper

From the list below select all categories that apply to the role so that the level of risk can be assessed and recorded and appropriate interventions applied (e.g. DBS checks, financial checks, relevant training provided etc.)

1	*Work in schools or with vulnerable people (e.g. customer properties)*	☐
2	*Access to or edit rights to highly sensitive commercial information or personal data*	☒
3	*Director or Officer appointed to a Drax legal entity*	☐
4	*Role with Power of Attorneys in place*	☐
5	*Access to a company credit card (excl T&E card)*	☐
6	*Responsible to set up and maintenance of 3rd Party relationship*	☐
7	*Senior roles at Career Level 3 or above (excl US & Canada Pellet Operations roles)*	☐
8	*Roles interacting with people of influence (e.g. Government)*	☒
9	*Traders in Commercial or Treasury team*	☐
10	*Falls within scope of Fit and Proper policy*	☐

Line Manager Signature: .....

HRBP Signature: .....

Date: .....