



## External Communications and Multi-Media Officer

JOB DETAILS	
Job Title:	External Communications and Multi-Media Officer
Reports to (title):	Head of Knowledge Translation
Date:	May 2018
	Salary: Competitive
	Location: Flexible, London preferred
	Position: Permanent, full time..

PURPOSE OF THE JOB
This role will be responsible for leading and managing <b>Cochrane's</b> multi-media and external communications to raise the profile and impact of Cochrane and evidence informed healthcare, and to support the <b>organization's</b> strategic and knowledge translation aims and operational activities.

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS
<ul style="list-style-type: none"> <li>• To coordinate the development and maintenance of <b>Cochrane's</b> external communications, media outreach and multi-media <b>relations on behalf of Cochrane's</b> Central Executive Team and wider Community/stakeholders.</li> <li>• To contribute to the <b>implementation of Cochrane's</b> Knowledge Translations Strategy within the thematic area of <b>'packaging and push,'</b> which describes a programme of work bridging production, dissemination and support to implementation through creating fit for purpose reviews and disseminating these effectively.</li> <li>• <b>To contribute to the development of improving Cochrane's existing and new Knowledge Translation products and processes in line with the KT implementation plan.</b></li> <li>• To ensure our communications and content is customized to the needs of end-users of <b>Cochrane's evidence.</b></li> </ul>

- **To work alongside Cochrane's** community Groups worldwide to assist them in producing multi-media based content and building their external communications and social media strategies.
- To work, establish and build new relationships with Cochrane authors and Review Groups and Networks to support, mentor and enhance their communications and multi-media content.
- To establish new, and maintain relationships with key international media outlets, health and science correspondents, journalists, producers and editors.
- To write, as required, materials for the purposes of print, broadcast, web and social media.
- **To monitor and report Cochrane's media coverage** and make recommendations to maintain an evidence-based approach to our communications and social media strategy.
- To work as part of a core Central Executive team to create multi-media campaigns, online content, press releases, spokesperson statements and other KT audience-focused resources.
- To act as main focal point for all reactive media requests and manage them effectively and efficiently.

#### PERSON SPECIFICATION

##### Essential

- A degree or equivalent experience working within an external communications or multi-media content environment, journalism, and/or in a similar role.
- Demonstrable experience of advising and implementing a media, multi-media media and communications strategy in conjunction with others; and proven success in communicating the vision and mission of an organization.
- Proven ability to manage multiple projects and work assignments.
- Proven ability to work alongside varied teams in different cultural and linguistic settings.
- Impressive interpersonal skills both in person and through teleconferences and webinars.
- An excellent understanding of multi-media platforms and how to successfully implement **effective strategies to achieve the Cochrane's Knowledge Translation's operational objectives.**
- Strong written and verbal communication skills.
- Willingness to work flexibly including outside normal working hours to accommodate different time-zones, and sporadic international travel.
- **Commitment to Cochrane's mission and principles.**

##### Desirable:

- An excellent understanding of national and international media agendas, particularly in relation to health/policy/science.
- Excellent writing skills.
- First-rate organizational and project-management skills.
- Good computer literacy and ability to summarize data and present reports on media coverage and outcomes.

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- Experience of dealing with persistent media enquirers.
- Experience of healthcare charity sector.
- Experience of working within international contexts.

#### KEY INTERFACES

Internal: All groups within Cochrane, particularly the Central Executive Team, Cochrane Review Groups, Centres, Methods and Fields.

External: All media, health and policy stakeholders, partners, media/brand, events and marketing agencies.

#### DIMENSIONS

Budgetary responsibility: N/A

Number of direct and indirect reports: N/A