



Media and External Communications Officer

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

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

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

- **To work alongside Cochrane’s Central Executive Team and** community Groups worldwide to assist them in 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 social media activities.
- 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 media campaigns, press releases, spokesperson statements and other KT audience-focused content and 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 and media environment, or in journalism, and/or in a similar role.
- Demonstrable experience of advising and implementing a media, social 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.

Cochrane is an equal opportunities employer

www.cochrane.org | www.thecochranelibrary.com

Registered Charity No 1045921; Registered in England No 3044323

Registered Office: Cochrane, St Albans House, 57-59 Haymarket, London SW1, UK

- 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