

Campaigns and Media Manager

Job Description and Personal Specification

Job title:	Campaigns and Media Manager
Place of work:	Pear Tree Street/Home-based
Hours of work:	Full time (37 hours per week) permanent
Salary/Grade:	MPA - Adviser
Reports to:	Head of Communications and Digital Marketing
Level of screening:	n/a

Who we are

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. We call these our '3Ps'.

We achieve this in two ways. Firstly, we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

Where you fit in

Sitting within Catch22's Communications Team, based upon our communications strategy, you will lead the development and delivery of Catch22's core campaigns and manage media relations. This role is key to ensuring that our work is visible, our voice is heard, and our reform agenda is pushed forward.

You'll oversee a small number of high-impact, purpose-driven campaigns each year, aligned with the business strategy and our Public Service Reform Agenda. You'll also manage our press/media engagement – developing relationships with journalists, responding to national media enquiries, and supporting regional outreach through the communications team.

In addition, you will ensure our public events, roundtables, and campaign moments are well-planned and effectively delivered.

Main Duties & Accountabilities

Campaign management

- Lead the planning, execution, and evaluation of 3–5 major campaigns per year. Working with the Head of Communications and Digital Marketing and Head of Policy and Communications to identify business need.
- Work closely with policy, service delivery, business development, and the communications team to ensure campaigns are strategic, timely, and impactful.
- Coordinate campaign assets, key messaging, and cross-platform content.

Media and Press

- Act as the primary point of contact for national media enquiries and opportunities.
- Draft press releases, op-eds, media responses, and briefings for spokespeople.
- Support Communications Officers in managing regional media coverage and hub-specific PR.
- Build and maintain strong relationships with journalists, media outlets, and relevant sector partners.

Event oversight

- Line manage the Senior Communications Officer and support the delivery of high-profile events, including campaign launches, roundtables, webinars, and public engagements.
- Ensure events align with campaign objectives and create opportunities for media coverage and stakeholder engagement.

Cross function collaboration

- Work closely with colleagues across central services, communications, policy, and operations to ensure alignment and amplify our external messaging.
- Identify opportunities to link campaigns with organisational priorities and external moments (e.g., policy changes, news cycles).

This list is not exhaustive and other duties may be required within the scope of this role.

What does good look like for this role?

- Able to form strong working relationships with Catch22 staff and external partners
- Proven experience in managing high-profile cross-organisational campaigns from strategy to delivery.
- Strong knowledge of the UK media landscape, with experience handling national press/media relations.
- Excellent writing and communication skills, with the ability to craft compelling messages and respond quickly to press opportunities.
- Excellent project management skills.
- Experience working on social change or reform-based campaigns.
- Confident in managing stakeholders and collaborating across teams.

Organisational Relationships

This role reports to the Head of Communications and Digital Marketing which sits within the Communications team. There may be some management responsibility in the future, depending on service/programme growth. You will also work closely with operational teams across our three Hubs (Justice and Education, Children, Young people and families, and Employability and Skills) and other members of the Communications team. You may need to represent Catch22's communications team at meetings with internal or external organisations.

Campaigns and Media Manager: Person Specification			
COMPETENCY	ESSENTIAL	DESIRABLE	ASSESSMENT
QUALIFICATIONS	Educated to degree level or equivalent professional experience		Application
KNOWLEDGE	An understanding of the importance of integrated campaigns Up to date on incoming press and media themes	Experience working within the charity or social justice sector	Application and interview
EXPERIENCE	Experience on leading and delivering integrated marketing campaigns Experience of managing the media function, including writing, pitching and publishing Experience of designing and delivering successful online and offline events	Experience working within a communication role, ideally within the non-for-profit sector Experience working across the policy and public affairs space Experience of project managing delivery groups	Application and interview
SKILLS & ABILITIES	Ability to work well under pressure, juggling competing priorities, at pace Ability to manage projects and internal stakeholders Highly organised with effective time management skills Excellent copywriting skills and strong attention to detail Ability to present complex information in an accessible way to a range of audiences	Experience on platforms such as Google Analytics Experience on website CMS such as WordPress	Application and interview

	<p>Excellent inter-personal skills</p> <p>Ability to use own initiative and work well in a team environment</p>		
OTHER	<p>Demonstrate Catch22 values in all areas of work</p> <p>Awareness of and commitment to Equality, Diversity & Inclusion</p> <p>Desire to develop and undertake training as required</p>		<i>Application and interview</i>