

Role Title	Media Lead
Job Family	Communications & Campaigns
Competency Level	Officer
Scale	PO4
Purpose	
<p>As Media Lead, you will deliver and co-ordinate the council's day-to-day media relations approach, responding to media enquiries and proactively pitching stories to a broad range of local, regional, national and trade outlets, including in print, online and broadcast.</p> <p>You will produce engaging and accurate content and advise senior officers and Members on the full range of media-related matters. You will contribute to crisis communications, public awareness campaigns and integrated communications strategies, while ensuring press activity reflects Waltham Forest's priorities, values and voice.</p> <p>You will ensure a good balance between timely, reactive interventions and planned, proactive coverage, particularly longer-lead packages and features, where the council's narrative has greater likelihood of being carried unmediated and in full.</p> <p>You will ensure key messages and positioning narratives are present throughout all of our media activities, and produce press releases, spokesperson briefings and factual / data briefs for journalists. You will also organise photoshoots and press events as required.</p> <p>You will maintain and develop a strong network of media contacts, ensure monitoring and evaluation of key media moments, and produce copy of your own including for Waltham Forest News and Resident News.</p>	
Generic Accountabilities	End Results/ Outcomes
<p>Plan service delivery within a diverse environment.</p> <p>Participate in activities within the service area and ensure professional standards are delivered.</p>	<p>Media handling and press activity is professionally planned, aligning with Council priorities and policies. Delivery meets legal, reputational and ethical standards.</p> <p>Media relations are informed by audience insight, stakeholder feedback, sector good practice, and relevant legislative or policy requirements.</p> <p>Corporate communications strategies are translated into effective campaign plans and operational activity within the postholder's area of responsibility.</p> <p>Service delivers excellent customer service.</p>
<p>Provide professional advice to senior officers, Members and services.</p> <p>Provide media handling advice</p>	<p>Expert media guidance and strategic advice are provided, especially during high-profile, reputationally sensitive or urgent matters.</p> <p>Draft responses to major corporate or partner initiatives /</p>

<p>and professional support to senior officers, Cabinet Members and services.</p>	<p>complex operational issues are managed effectively.</p> <p>Guidance is timely, strategic, and based on media best practice and political awareness.</p> <p>Officers and Members are well-prepared for interviews and media appearances</p> <p>Escalated issues or reputational risks are managed proactively in consultation with senior managers, contributing to resolution planning and delivery.</p> <p>Complaints, feedback, and reputational risks relating to campaign activity are monitored, addressed promptly, and used to inform service improvement.</p>
<p>Support the ongoing development and delivery of service improvements, identifying opportunities to enhance efficiency, effectiveness, and quality.</p>	<p>Improvements are developed and delivered effectively.</p> <p>Areas for improvement are analysed and solutions provided to senior managers for consideration.</p> <p>Media strategies are evidence-based and responsive to changing public needs, sentiment and policy context.</p> <p>Stakeholder requirements are met.</p>
<p>Participate in and support fellow team members to build a high-performing, creative, and resilient communications function, fostering a culture of collaboration and excellence..</p>	<p>Team development is supported through mentoring, training coordination, and contributions to workforce development activities, including induction support for new staff.</p> <p>The team is supported to maintain high standards of delivery, creativity, and motivation, contributing to a culture of performance and continuous improvement.</p>
<p>Plan, manage, and optimise the use of resources to ensure the successful delivery of the service area meets its objectives and performance targets.</p>	<p>Communications resources (people, content tools, platforms) are used efficiently and effectively to maximise campaign impact and value for money.</p> <p>Budget planning and monitoring are supported, with campaign spend tracked and reported in line with Council financial procedures and procurement rules.</p> <p>Financial activity within area of responsibility is managed in line with policy and escalated as necessary to ensure compliance and control.</p>

<p>Prepare and present a full range of reports (both standard and non-standard) covering area of responsibility.</p>	<p>Reports are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales.</p> <p>Evidence based recommendations are made.</p>
<p>Ensure the successful implementation of health and safety legislation, policies and practices.</p>	<p>Risks to staff and others are assessed and managed. Suitable health and safety instruction and training are provided.</p> <p>There is a safe working environment.</p>
<p>Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.</p>	<p>All policies and procedures are complied with.</p>
<p>Job Specific Accountabilities:</p>	
<p>Ensure compliance with media law and Council protocols.</p>	<p>Risk around defamation, purdah, political impartiality, and privacy is mitigated and managed effectively.</p>
<p>Support and deliver the Council's media relations strategy, pitching broadcast packages, features and editorial, while ensuring timely, accurate, and politically sensitive responses to media enquiries across local, regional and national platforms.</p> <p>Prepare written and verbal content for multiple audiences.</p>	<p>We develop a consistent proactive media presence, where we begin to shape the narrative and local agenda more than we respond to, or are shaped by it.</p> <p>Media enquiries are managed professionally and consistently, reflecting Council priorities and maintaining public confidence.</p> <p>Responses are accurate, timely and approved by relevant officers, with reputational risks identified and escalated appropriately.</p> <p>Clear, compelling and accurate press releases, responses and briefing notes are produced to tight deadlines.</p> <p>Public understanding and support for council initiatives improves, with progress evidenced by engagement data, feedback mechanisms, or survey responses.</p>
<p>Develop and maintain strong relationships with key journalists, editors and media outlets to proactively promote the Council's work and secure balanced coverage.</p>	<p>Positive relationships with media representatives are maintained, contributing to improved coverage and influence.</p> <p>Opportunities for proactive media engagement are identified and delivered, raising awareness of Council services and initiatives.</p>

	<p>Account management responsibilities are effectively managed, ensuring clear ownership of campaign areas and consistent stakeholder engagement.</p> <p>Provides professional communications advice to senior managers and partners on campaign planning, messaging, and audience targeting to support delivery of organisational objectives.</p> <p>Applies sound judgment in managing communications-related decisions within area of responsibility, escalating more complex or politically sensitive matters appropriately.</p> <p>Builds and maintains effective relationships with stakeholders, contributing to improved collaboration, feedback, and alignment of messaging with shared priorities.</p>
<p>Draft and produce high-quality written materials including press releases, media statements, Q&As, lines to take, op-eds and media briefings, as well as articles for council publications.</p>	<p>Content is compelling, politically sensitive and factually accurate, aligned with Council messaging and tailored to target audiences.</p> <p>All outputs meet professional and legal standards, and are delivered to deadline.</p> <p>Contributes to raising the Council's profile through well-executed communications that support regional or national visibility, where appropriate.</p>
<p>Manage the Council's press office forward planning grid and daily operations, including logging, triaging and tracking media activity.</p>	<p>Press office processes are maintained to ensure oversight, consistency and performance monitoring.</p> <p>Issues are triaged effectively and responsibilities clearly assigned.</p>
<p>Inspire and support colleagues across the team to develop impactful, insight-led campaigns that resonate with target audiences, build trust, and drive behavioural change.</p> <p>Collaborate with colleagues across the communications team to integrate media work into wider campaigns and corporate strategies.</p>	<p>Delivers consistently high-quality content, materials, and event support, reflected in audience engagement and stakeholder satisfaction.</p> <p>Media campaign evaluations are completed and used to inform improvements to future delivery, contributing to a cycle of continuous improvement.</p> <p>Media elements of campaigns are well-coordinated, timely and aligned with Council objectives and other communication channels.</p> <p>Opportunities for amplification through media are maximised.</p>
<p>Apply audience insight, data, and evaluation findings to inform</p>	<p>Uses data, insight, and evaluation to inform planning and media targeting, supporting an evidence-based approach.</p>

<p>media strategy development.</p> <p>Ensure all media interventions are supported by a coherent narrative framework.</p>	<p>Council narratives are carried across multiple media stories and interventions, building recognition and understanding of what we are doing, and in our values</p>
<p>Contribute to the Council's crisis communication response, supporting reactive media campaigns and communications activity as required.</p>	<p>High quality, professional communication is maintained with key stakeholders throughout crisis period</p> <p>The reputation of the Council is maintained and well-represented.</p> <p>Out-of-hours support is provided as required through participation in the duty media rota.</p>
<p>Nature of Contacts</p> <p>Frequent contact with:</p> <ul style="list-style-type: none"> Journalists, editors and producers across regional, national and trade media. Internal senior leaders, including Directors and Cabinet Members, to provide advice and coordinate messaging. Colleagues across communications, policy, and services to source information and ensure message alignment. <p>This role requires:</p> <ul style="list-style-type: none"> Political sensitivity and judgement. Strong relationship-building skills with media professionals and internal stakeholders. High levels of confidentiality and tact, particularly when managing reputational risks or politically sensitive content. 	
<p>Procedural Context</p> <p>The postholder works within Council communications protocols and the framework set by the Head of Campaigns and Public Affairs. Operates with professional autonomy on day-to-day press matters, escalating where appropriate.</p> <ul style="list-style-type: none"> Responsible for daily management of press office activity, coordinating with other communications disciplines. Contributes to strategic media planning, forward look, and reputation management. Provides high-quality media advice and content within agreed deadlines. Supports emergency communications protocols and may contribute to council-wide incidents or crises. Manages own workload and supports junior team members and contractors as needed. Works within established Council policies, regulatory frameworks, and communications best practice, applying professional knowledge and judgement to deliver high-quality campaigns and communications. Supports the effective planning and use of communications resources (including 	

budget, staff time, and external suppliers), contributing to service efficiency and the delivery of agreed outcomes.

- Exercises professional judgement when responding to complex communications issues, reputational risks, or rapidly changing circumstances, making informed decisions within the boundaries of agreed policies and procedures.
- Plays a key role in shaping communication approaches and delivery models for specific campaigns or projects, identifying opportunities for improvement or innovation based on evidence and insight.
- Builds and maintains effective partnerships with internal services and external stakeholders to ensure coordinated messaging and to meet communication and engagement goals.
- Operates with political awareness and sensitivity in a dynamic environment, helping to ensure the Council's reputation is protected and enhanced through communications activity.
- Occasionally the post will be expected to work from other locations.
- Post holder will report into Senior Media and Campaigns Lead.

Key Facts and Figures

Daily management of press activity including logging, reporting, and responding to 100+ enquiries/month.

Advises on high-profile issues affecting reputation across directorates.

Delegated responsibility for content approval in press materials.

Resourcing

Budget Responsibilities: Nil

Supervisory Responsibilities: Nil

Knowledge, Skills and Experience

- Ability to work in an agile fashion to respond to respond to internal or external crisis
- Experience of leading high-profile campaigns that have support the delivery of key strategic objectives
- Knowledge of different media campaign approaches and methods
- Experience in evaluating and reviewing media campaigns
- Experience of using insight and data to create communications plans.
- Experience of crisis management
- Experience of providing the provision of advice and briefing to senior managers and/or elected members on media and reputation issues
- Experience of working in a highly pressured environment and delivering results to tight deadlines
- Deep understanding of local and national media landscape.
- Strong awareness of political and reputational risk.
- Ability to analyse media performance and draw insights.
- Strong background in media relations, journalism or public sector communications.

- Proven ability to find solutions to public relations problems and take necessary action
- A strong understanding and knowledge of national, regional, local and specialist press relevant to local government and Waltham Forest's communities
- An understanding of local government, the services provided by local councils, and the responsibilities a council has to its residents
- Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a range of different audiences
- Excellent oral communications skills and the ability to maintain effective relationships at every level of an organisation
- Ability to translate complex information into a clear and approachable format for a wide range of audiences
- Excellent attention to detail, strong organisational skills and the ability to operate to tight deadlines in highly pressured environments

Indicative Qualifications

Educated to degree level or equivalent standard
Professional qualification desirable but not essential.

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.