



EARLY YEARS ALLIANCE  
50 FEATHERSTONE STREET LONDON EC1Y 8RT

Registered as an Educational Charity

**JOB DESCRIPTION**

**JOB TITLE:** Press and External Affairs Officer (Maternity Cover)  
**BASED:** Hybrid (two days a week at National Centre)  
**DEPARTMENT:** Communications and External Affairs  
**RESPONSIBLE TO:** Communications and External Affairs Director

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**JOB PURPOSE:** To act as the Alliance's first point of contact for the local and regional media; contribute to and implement strategies for press and public affairs and campaigning; and support the Communications and External Affairs Director to maximise media opportunities and attract positive coverage for the Alliance.

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**SAFEGUARDING REQUIREMENT:**

The Early Years Alliance is committed to safeguard and promote the welfare of children and young people. It is a requirement of all staff that they share this commitment and follow the prescribed policy and procedures to continuously promote a culture of safeguarding across the whole organisation.

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**MAIN DUTIES:**

1. To act as the Alliance's first point of contact for the local and regional media.
2. To lead on the drafting and dissemination of both proactive and reactive press releases and comments
3. To gather evidence, case studies and other information as required to support the Alliance's strategies for press, public affairs and campaigning.
4. To draft briefings for MPs, journalists and other opinion formers, both directly and through support networks in order to influence and persuade.
5. To implement the regional and local press and campaign strategies, as agreed by the Communications and External Affairs Director, liaising as appropriate with Alliance staff, members and volunteers.
6. To identify opportunities for positive media coverage to ensure that the Alliance increases and maintains its profile across national, sector and consumer media.

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7. To develop and maintain an effective database of media and parliamentary contacts and their interests.
8. To lead on the management of the Alliance's Twitter, LinkedIn and BlueSky social media channels.
9. To monitor relevant policy updates, and disseminate these through relevant communication channels including the Alliance website
10. To support members to manage their own press and public affairs issues.
11. To research and write reports, articles and correspondence as directed.
12. To carry out the role in line with the Alliance's Standards and Values.

### **EQUALITIES:**

The post-holder must be aware of and respect difference and ensure that children have equality of access to opportunities to learn and develop. They must have an understanding of and commitment to equality of opportunity and anti-racism issues.

### **POLICIES AND PROCEDURES:**

The post-holder must be aware of and comply with all the charity's policies and procedures including those relating to: bribery and corruption, child protection, confidentiality, data protection, health & safety, security and signing agreement and contracts and financial and follow correct reporting procedures.

*This job description is not an exhaustive list of duties, and you will also be required to carry out any other duties which may reasonably be required of you in accordance with the needs of the Early Years Alliance. You are also required to be flexible and adaptable with respect to your role.*

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### **PERSON SPECIFICATION:**

#### **Essential Criteria**

- 1) Experience of working in a media / press role.
- 2) Experience of sub-editing and writing articles, briefings and reports.
- 3) Demonstrate effective and creative communication skills.
- 4) Excellent knowledge and understanding of press and public affairs issues.
- 5) Experience of carrying out research to support media and/or campaigning activities.
- 6) Able to give clear press and public affairs guidance to the Alliance's members and employees.
- 7) Able to draft briefings for MPs, journalists and other opinion formers.
- 8) Excellent interpersonal skills in order to influence and persuade MPs, journalists and other opinion formers.

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- 9) Knowledge of how to effectively use social and digital media.
- 10) Experience of using IT to produce own correspondence and effectively maintain a database.
- 11) Effective time management, planning and organisational skills.
- 12) Excellent analytical skills.
- 13) Excellent attention to detail.
- 14) Able to effectively support campaigns.
- 15) Commitment to equality of opportunity.
- 16) Able to attend events and conferences as directed by the Communications and External Affairs Director out of hours (occasional only)

**Desirable Criteria**

- 1) Experience in a public affairs or external affairs role
- 2) Experience of active campaigning.
- 3) Demonstrable knowledge or understanding of the early years sector.

**TERMS & CONDITIONS:**

**Grade: 4a**

**Salary Range: £32,407 - £35,954**

**Allowances: (if applicable): £2,570 London Weighting**

**Annual Leave: 26 days**

This post is not exempt from the Rehabilitation of Offenders Act (1974) and does not require a Disclosure and Barring Service check. Applicants must be prepared to disclose any convictions they may have and any orders which have been made against them. The level of this check is enhanced.

**Pension:** The table below shows what the base contributions are. You can also choose to give more than the minimum amount should you wish.

<b>Date effective</b>	<b>Employer minimum contribution</b>	<b>Employee minimum contribution</b>	<b>Total minimum contribution</b>
6 April 2019 onwards	3%	5%	8%

**JOB DESCRIPTION SIGN OFF**

Date issued by Manager:

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Name:

Signature:

I confirm that I have received a copy of this job description and have had any questions about it answered.

Name of post holder:

Signature:

Date:

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## Core Management Competencies

### Leadership

- Has a good understanding of the charity's vision and strategy and inputs effectively into the operational plan for their team/department/DSP/Business Development.
- Thinks strategically and clearly relates goals and actions to the strategic aims of the charity.
- Communicates the need for quality and continuous improvement and influences good practice through own example.
- Inspires people to deliver results, high standards and sets clear objectives for self and the team, taking appropriate and timely action to ensure targets are achieved.
- Creates and supports a culture of creativity, sustainability, innovation and critical thinking throughout all activities and employees within areas of responsibility.
- Manages change effectively and clearly communicates the need for it to the team, providing them with support to effect it.
- Understands the need to safeguard all children in the context of their role and ensures the team understands safeguarding responsibilities relevant to their roles.
- Understands the importance of sustainability, recognising the need to uphold sustainability principles within their role and ensures the team understands their sustainability responsibilities aligned with their respective functions.
- Demonstrates courage by doing what is right at all times.

### Managing people

- Is effective at recruiting, developing and motivating a diverse range of people.
- Clearly informs employees of their tasks and responsibilities, ensuring employees understand and work in line with the charity's policies and procedures.
- Holds regular one-to-one meetings, sets and monitors S.M.A.R.T objectives and gives constructive feedback designed to improve future performance.
- Delegates effectively and adopts a management style which encourages trust, collaboration, commitment and enthusiasm in order to gain high levels of performance from all employees.
- Encourages and stimulates others to make the best use of their talents to develop further using coaching techniques.
- Acknowledges and records achievements; gives praise where appropriate.
- Adapts their management style as the situation necessitates.
- Supports staff to achieve a good work/life balance which includes regular breaks, the opportunity to disconnect and to participate in enjoyable activities.
- Offers support to enable staff to take care of themselves, both physically and mentally.
- Enable their staff to speak up freely and share concerns without fear of repercussions.

### Managing teams

- Knows the team's strengths and abilities and makes best use of the talents of employees.
- Supports the development of their team through regular discussion and team meetings which encourage two-way communication and sharing of ideas and expectations.

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- Deals effectively and openly with negative issues and conflict and builds a team which has respect and consideration for each other's role.
- Coaches and motivates the team to strive towards contributing to the achievement of the strategic plan.
- Fully involves team in forthcoming issues so that individuals and team goals can be anticipated and planned together.
- Ensures that their team works in collaboration with other teams across the charity.
- Creates a learning and supportive environment.

### **Communication**

- Communicates in a variety of ways with people at all levels and adopts a communication method appropriate for the listener or audience.
- Actively listens, asks questions, clarifies points and establishes a mutual understanding.
- Presents information clearly, concisely and confidently to individuals and groups.
- Communicates complex ideas, problems and difficult messages in ways that promote understanding.
- Uses excellent communication skills to negotiate, influence and persuade others.
- Is aware of non-verbal communication in self and others.
- Makes full use of IT to communicate effectively and uses social media responsibly, in line with the charity's policies and procedures.

### **Customer awareness** (internal and external service users)

- Understands the environment in which the charity operates and the impact on its customers.
- Understands the diverse needs of customers that use our services and proactively strives to provide a service that is flexible and responsive to their changing needs.
- Uses feedback mechanisms to evaluate and review services to consistently deliver a high-quality service.
- Strives to produce real improvements in the way services are delivered to customers.
- Creates and maintains meaningful relationships and understands collaborative and partnership working.
- Deals with the concerns of customers in an appropriate manner, in line with Charity's policies and procedures.
- Is mindful of professional boundaries when interacting with customers.

### **Problem solving**

- Identifies and acknowledges problems and critical issues in a timely manner.
- Analyses relevant data and information and tests assumptions in order to deliver the best solutions whilst keeping a clear focus on key issues and goals.
- Anticipates and reviews problems in order to ensure contingency plans are in place.
- Collaborates with others in order to draw on their expertise to achieve best possible outcomes.
- Makes decisions that minimise organisational financial loss, loss of reputation or legal challenges.

## **Planning and resource management**

- Effectively manages self.
- Being proactive in seeking out new initiatives which deliver desired outcomes.
- Demonstrates sound knowledge of financial management and business planning.
- Obtains and allocates resources sufficient to meet objectives and manages resources and skills well.
- Produces effective plans that have clear priorities, realistic milestones, sound review mechanisms and takes into account all available information.

## **Taking Care of Yourself**

- Manages work/life balance and can disconnect outside of work time.
- Builds in physical activity, and fresh air where possible, into daily routine.
- Recognises that it is important to take regular breaks to maintain mental wellbeing.
- Acknowledges, and is open and honest around needs for workplace support and flexibility; considers the needs of others.
- Demonstrates resilience when managing personal challenges and seeks help when necessary.
- Takes time to do something enjoyable every week.