

Senior Media Manager

Employer:	East West Railway Company
Location:	Milton Keynes
Basis:	Permanent
Role Summary:	<p>A new and critical role to develop and drive the EWR Co's media strategy, helping us engage with and gain the confidence of our stakeholders through targeted use of media.</p> <p>Using excellent judgement and demonstrable experience, you will develop and drive an innovate and nimble media programme, combining excellent planning, with strong media instincts.</p> <p>You'll work in the Communications team, alongside our in-house Brand & Content team to develop compelling assets and our Stakeholder team to develop strong narratives.</p> <p>You will work with the team to launch and develop our social media strategy.</p> <p>At first you will have one direct report and manage the activity of our media agency. In time, this team is expected to grow in line with our business.</p>

A little bit about us:

East West Rail is a new direct connection, linking communities between Oxford and Cambridge, including Bicester, Milton Keynes and Bedford by rail.

Oxford, Cambridge and the communities in between are renowned for their vibrant economy, educational excellence and scientific innovation. They deliver growth and prosperity both locally and for the whole country; connecting these two cities and the communities in between is crucial to the social and economic future of the region.

East West Railway Company was set up to accelerate the delivery of the East West Rail infrastructure and passenger services, bringing faster journey times and easing pressure on local roads.

We were set up by the Secretary of State for Transport in 2017 to do things differently. We aim to innovate, positively disrupt, and challenge the status-quo, leading to quicker and more cost-

effective project delivery, and an improved experience for passengers and the communities we serve.

As we build our team, we're looking for people with the right skills and mindset so that we can innovate, positively disrupt and set new industry standards. Whether you've been working on some of the world's most exciting rail and infrastructure projects or can inspire us with your ideas and expertise from other sectors, we want to hear from you.

Responsibilities and accountabilities

Strategy & Delivery

- Developing and implementing a fresh and dynamic Media Strategy
- Owning and driving a clear plan to delivering the Media Strategy
- Enhancing and supporting a clear identity, style and tone of voice for EWR Co
- Delivering a full programme of planned media activity around key programme moments
- Delivering a full programme of drumbeat media, particularly focused on local and industry titles
- Quickly reacting to evolving internal and external contexts to utilise opportunities and minimise challenges as they arise
- Developing thought provoking and engaging media campaigns to support the business plan and corporate strategy.
- Ensuring the media infrastructure is fit for purpose in the hybrid working world, measuring effectiveness, and striving for continual improvement
- Maintaining the helicopter view across the business to make sure media activity reflects EWR Co's evolution as a business and a project
- Expanding our target list of titles into non-rail areas and securing coverage

Leadership

- Taking an active role in the positive evolution of EWR Co's culture based on our behaviours and values
- Leading and inspiring the Media team and wider business to help deliver the Media strategy.
- Managing at least one direct report and our media agency. This team is likely to grow in line with the business.

Relationship Building

- Building close working relationships, and advising the CEO, Executive Directors and senior leadership team
- Creating and maintaining integral relationships with key media – both local and industry.

Role Dimensions

Part of EWR Co's Leadership Team, you report to the Head of Communications, in the Strategy and Transformation Directorate. You will work closely with the CEO and Executive Team – notably the Strategy Director. Managing at least one direct report and our media agency. This team is likely to grow in line with the business.

Experience and skills

- You are a strategic thinker, with demonstrable and considerable expertise in delivering media for large projects
- You work well in an environment that is regularly changing and very fast-paced.
- Your experience includes multi-media and multi-channel approaches, including event design, facilitation and management.
- You are an exceptional communicator with outstanding written, editing, oral and presentation skills.
- Proficient in the standard Microsoft Office products, you pick up new technology with ease and are happy to explore different software systems.
- You have a wealth of experience of working closely with leadership teams to create and maintain clear media narratives under pressure.
- You have a demonstrable experience in media crisis management
- You are collaborative and keen to support the wider business, contributing positively and challenging diplomatically, with an aptitude for interacting with multiple and diverse stakeholders
- You are keen to see others succeed and are comfortable coaching and developing colleagues, helping to build a positive and proactive culture of engaged people.
- You understand how to adapt your delivery for different audiences and purposes whilst successfully bridging the needs of colleagues, managers, leaders and the business outcomes through meaningful and engaging communication.
- You are highly self-motivated and self-managing, at ease with getting on with the job and confident to seek support when needed.

Education and qualifications

Extensive experience working in media on the delivery of large projects is essential. Agency experience is preferred but not essential.

What we offer:

- Competitive base salary
- Up to 12% employer's pension contribution
- 36 days holiday a year (including bank holidays) + up to 2 days to buy
- Life assurance
- Employee Assistance Programme
- Perks platform with hundreds of discounts and freebies
- On-the-spot and annual awards
- Advanced learning and development programmes
- Great work-life balance and flexible working opportunities
- Enhanced family-friendly policies
- Exceptional IT tools

EWR Co strives to embrace a flexible working environment, where a degree of flexibility is maintained to accommodate both the needs and preferences of employees and what is required to achieve business objectives. EWR Co will always work with any individual to assess

and accommodate an individuals work life balance and style.

Join the team!

Please send your resume and a covering letter explaining why you are interested in the role and meet the above experience requirements to: recruitment@eastwestrail.co.uk