

JOB DESCRIPTION

Job Title: Media Manager
Reporting to: Head of Policy and Public Impact
Team: Policy and Communications

About London Chamber of Commerce and Industry

London Chamber of Commerce and Industry (LCCI) is London's key hub for the business community, we support members' businesses through a range of services, advocate on behalf of London's business community in the most important forums of policy debate and promote 'Global London' as the best city in the world to do business – whether that's to trade, invest, learn, or find new commercial partners.

We are the champions of London's business community. We are the capital's critical commercial and policy connector and a force multiplier that generates greater shared prosperity for London and the whole of the UK. We strive to make London the exemplar for sustainable economic growth and promote London as the best city in the world for business, trade and investment, putting Global London at the heart of the new Global Britain.

LCCI is the very centre of London's business community, we support our members, make connections to spark new opportunity, and champion the needs and interests of London businesses at home and abroad. We work tirelessly to connect our members with new opportunities for trade, investment and partnership around the world, all in the service of shared sustainable prosperity.

About the Policy and Communications Team

We want to ensure that LCCI's policy work is generating the media impact we require and influencing the policy debates critical to our membership. We are shifting our focus from generating new original research to work on curation of policy and consultation with members to deliver impact on long term policy affecting the London business community. This will be backed by strong research, evidence, and data-driven insights. Policy work is shaped by a combination of issues that members have raised as needing to be addressed and those that LCCI view as important to enabling London to be a successful City for business development, economic growth, and sustainability.

The team also focuses on curation of information and intelligence from a wide variety of sources so that the products are relevant, useful to our members and influential externally. We will also concentrate on securing and maintaining long term international influence through being a trusted reflection and representative of London business.

The Policy team will be a convener for policy makers and experts, a curator of the best policy ideas for London, and a friendly voice to critique the most relevant research coming out of London's many think tanks and University-based research institutes focused on economic, social, and cultural policies affecting the capital and its businesses.

About the Role

You will be primarily responsible for handling the daily activities on various media platforms. Besides, you should have excellent research skills and the knowledge of latest media industry trends and developments.

You should be able to plan and develop effective media strategies and monitor the results of the same.

As a Media Manager, you should be highly motivated and have the ability to manage strict deadlines. Moreover, you should ensure that the media activities are in line with the Chamber's standards and vision. Furthermore, you should display good leadership skills and the ability to remain calm in stressful situations.

Key Responsibilities

- Planning and developing content for various channels such as websites, and press releases
- Researching and identifying latest media trends and practices
- Planning, implementing, and monitoring the results of various media campaigns
- Preparing and presenting detailed and accurate reports on media activities conducted
- Estimating and monitoring the assigned budget for various media-related activities
- Ensuring that the promotional activities conducted are in-line with the Chamber's vision

General Responsibilities

- Resolve service delivery issues and complaints quickly and effectively in accordance with Chamber policy, recommending improvements and escalating where appropriate.
- Ensure processes and activities are fully compliant with Chamber protocols and legislation including data protection and marketing communications.
- Reflect the LCCI's values, demonstrating high levels of professional performance and behavioural standards, always seeking continuous improvements
- Demonstrate flexible and adaptable approach to business needs at any given time
- Contribute to a motivated, respected and highly knowledgeable team of professionals focussed on overall success of the team and the Chamber
- Undertake any other duties as requested by the Head of Policy and Public Impact

Person specification

Essential

- Bachelor's degree in Media, Communications, Marketing, Business Administration, or a related field
- Solid experience as a Media Manager, Media Planner, or similar role
- Complete knowledge of the latest media trends, practices, and developments
- Familiarity with various media platforms
- Good time management and organisational skills
- Strong analytical and problem-solving skills
- Detail-oriented and highly motivated individual

Desirable

- Ability to conduct in-depth research
- Ability to work under pressure and manage strict deadlines
- A team player and possessing the ability to work independently
- Ability to offer improved customer experience