Media and Campaigns Support Officer

Dignity in Dying and Compassion in Dying

Salary: £32,721 to £35,448 per annum
Hours: Full-time, 35 hours per week (Monday–Friday)
Contract: Permanent
Reports to: Media & Campaigns Manager
Department: Communications
Location: 181 Oxford Street, London W1D 2JT (minimum 2 days per week in office; hybrid working available)

Occasional out-of-hours work may be required; time off in lieu will be given.

About Us

Dignity in Dying, a non-profit campaigning organisation, and Compassion in Dying, its sister charity, together aim to improve dying in the UK by putting people in charge of decisions about the end of their life.

Dignity in Dying is the UK's leading campaign for assisted dying law reform, working towards a compassionate assisted dying law that provides choice for terminally ill, mentally competent adults; supported by around three-quarters of the British public. We have successfully passed legislation in Jersey and the Isle of Man - the first across the UK and Crown Dependencies - and brought similar bills further than ever before in Westminster and Holyrood. But terminally ill people and families are still suffering under a cruel, outdated status quo in England, Wales and Scotland, and we will not rest until true choice and protection at the end of life is available for all Britons..

At Compassion in Dying, we want people to be in control of their end-of-life decisions because there is no-one better to make them.

So we support people to make informed choices, start honest conversations about death and dying with loved ones, and record and revisit their wishes whenever they want to.

We're here for everyone, whether they are preparing for the years ahead or need us right now. Whatever their beliefs, values and traditions.

We champion everyone's right to make informed decisions. Free of cost and free of judgement.

Everything we do starts with what dying people tell us. We listen to what they say and amplify their voices. We shift attitudes and drive changes to the healthcare system. So people's end-of-life decisions are heard, understood and respected when it matters most.

Dignity in Dying and Compassion in Dying are legally separate organisations with distinct governance, boards, and finances. Our Chief Executive, Sarah Wootton, leads both organisations. We share resources, including an office and some staff. You can read more about how we work together here.

The Opportunity

This is a fast-paced, frontline campaigning and press position at one of the most consequential moments in the movement for assisted dying and end-of life choice in the UK, working across

both organisations.

We are looking for a politically-savvy professional who understands the role of the media in achieving legislative change, and how to work a news cycle, spot an angle and get a story told with key audiences and strategic objectives in mind. If you have experience in a press office, a political environment, a newsroom or a campaigning organisation and you have an instinctive feel for news, politics and social change, we want to hear from you.

This role sits at the heart of our media operation. You will be helping to run a busy press office, supporting national and regional media campaigns, and helping to champion the voices of terminally ill people and bereaved families in the public debate in Parliament, in the press and beyond.

We are a small, high-impact team. You will be expected to get stuck in on the fundamentals of press office work including media monitoring, triaging enquiries, drafting reactive comment, maintaining media lists and in doing so, you will quickly build towards more strategic and creative responsibilities. We offer opportunities for professional development and an environment where good ideas get acted on.

Key Responsibilities

Press Office

- Monitor, evaluate and disseminate media coverage on a daily basis, identifying reactive opportunities and flagging risks to the team.
- Respond to incoming media enquiries in a timely and professional manner, drafting and issuing comment, statements and lines to take.
- Compile spokesperson briefings ahead of interviews and appearances.
- Build and maintain media lists and relationships with journalists across print, broadcast and digital.
- Manage relationships with media monitoring suppliers, ensuring value for money and continuous improvement.
- Use media monitoring to understand how different outlets frame the issue of assisted dying and choice at the end of life, and feed this intelligence into messaging and strategy.

Campaigns

- Support the Campaigns and Communications team in developing and rolling out national and regional campaign activity.
- Work with the Media & Campaigns Officer to secure local and regional coverage of personal stories, influential figures and campaign milestones.
- Support the logistics, media planning and delivery of demonstrations and public events.

Personal Stories

- Act as a key point of contact for terminally ill people and bereaved relatives who want to share their experiences and support our campaigns and influencing work and/or raise awareness of Compassion in Dying services (working with Compassion in Dying's Policy and Insight Senior Officer for the latter).
- Assess suitability for media and campaign work, and triage appropriately to other members of the team.

- Maintain and update our personal story database in compliance with GDPR.

Parliamentary, Political and Health/End-of-Life Sector Monitoring

- Keep abreast of parliamentary business, political developments and the legislative and end-of-life sector (public and third sector) landscape as it relates to assisted dying and choice at the end of life.
- Support the communications team in identifying and acting on political moments and opportunities for the campaign and to influence key stakeholders in the end-of-life space.

About You

Essential

- Experience working in a press office, political office, newsroom or campaigning environment. You know how a media operation works and how it can be most efficient and impactful.
- A strong, instinctive news sense: you can analyse media coverage and immediately see the angle, the opportunity or the risk for our campaign.
- Genuine interest in politics, Parliament and current affairs. This is not primarily a social media or digital comms role; it is a political press role.
- Excellent written and verbal communication skills, with an understanding of strategic messaging and an ability to draft compelling, accurate copy quickly and under pressure.
- Ability to handle sensitive, emotionally complex subject matter with professionalism and empathy.
- Strong organisational skills: the ability to manage multiple competing priorities, meet deadlines and work with initiative. Including proactively identifying and acting on opportunities and risks, as well as opportunities to improve team systems and processes.

Desirable

- Experience of media monitoring tools and processes.
- Experience of triaging media enquiries and managing incoming press requests.
- Experience of working with case studies, spokespeople or personal testimony in a media or campaign context.
- Familiarity with parliamentary processes and political communications.
- An understanding of or interest in end-of-life issues, health policy or legal reform.

What We're Not Looking For

Please note: this is primarily a press and political campaigns role, working closely with traditional print, online and broadcast media, rather than a social media-facing or digital content role. While some campaign activity touches on channels such as X/Twitter and Bluesky where we use them to engage with journalists, politicians and stakeholders rather than mass public audiences, day-to-day social media and supporter engagement sits with our Digital team (with whom we work closely). Candidates whose background is primarily in social media management or content creation may therefore find this role is not the right fit.

Our Values and Behaviours

- Lead by example through your professional approach and motivate others around you.
- Treat colleagues, media contacts, spokespeople and supporters with kindness and respect.

- Work collaboratively and share information freely across the team.
- Take ownership of your work and show initiative.
- Commit to Dignity in Dying's and Compassion in Dying's vision and mission.

How to Apply

To apply, please send the following to Michelle.Copsey@dignityindying.org.uk:

- Your CV (maximum two A4 pages).
- A response to each of the questions below (see Application Questions).
- A completed Equal Opportunities Monitoring Form (optional).

Application Questions

1. Why are you applying for this role, and what specifically draws you to working in press and campaigns on the issue of choice at the end of life including assisted dying? (Suggested word limit: 200 words)

2. Tell us about a time you identified a media or communications opportunity and acted on it. What was the context, what did you do, what was the result and how did it meet your strategic objective(s)? (Suggested word limit: 250 words)

4. (Optional) Is there anything else you would like us to know about you or your application? (Suggested word limit: 150 words)

A note on applications

In your application, please draw on examples from your own previous work experience to demonstrate how you meet the person specification criteria. We are looking for evidence of genuine passion, knowledge and capability. Please note that applications which appear to rely on AI-generated content rather than your own voice and experience may count against you at the shortlisting stage. We want to hear from *you*.

The deadline for applications is Tuesday 17 November at 2pm.