

Job Description

The UK Council for Psychotherapy (UKCP) is the leading professional body for the education, training, accreditation and regulation of psychotherapists and psychotherapeutic counsellors. We represent training organisations and individual therapists, working privately or in the NHS or voluntary sector, offering a wide variety of psychotherapeutic approaches and modalities. Our national register is accredited by the government’s Professional Standards Authority (PSA). As part of our commitment to protecting the public, we work to improve access to psychotherapy, support and disseminate research, enhance standards, and respond effectively to complaints against therapists on our register.

Job title	Media and public affairs officer
Reporting to	Head of policy and communications
Direct reports	None
Location	Hybrid/UKCP, York House, 221 Pentonville Road, London, N19UZ
Contract details	Full-time/permanent/monthly attendance

Role purpose

- To manage the day-to-day delivery of UKCP’s media, public relations, and reputational communications, raising the profile of UKCP, our members and the psychotherapy profession. You will play a key role in influencing decision-makers and supporting wider organisational campaigns.
- To play a central role within the policy and communications team in shaping UKCP’s media and public affairs activity, contributing to integrated campaigns across the organisation.
- To work collaboratively with policy and communications colleagues, and colleagues across UKCP, providing strategic insight and direction on messaging and campaign narratives.
- To function as a trusted internal adviser on reputational risk and public messaging, identifying risks and opportunities and translating complex or sensitive issues into clear, balanced and impactful communications.
- To focus on UKCP’s external positioning, reputation and influence, ensuring consistency and clarity across all public-facing communications.

Main duties and responsibilities

Media relations, corporate communications and PR

- Support the handling of media enquiries in line with UKCP’s tone, values and regulatory responsibilities, working with senior colleagues to ensure responses are accurate and timely.

- Draft and coordinate press statements, media briefings, Q&As and UKCP's position on key issues, escalating sensitive or high-risk issues as appropriate.
- Monitor media coverage and emerging issues relevant to psychotherapy, regulation and professional standards, identifying reputational risks and opportunities and appropriately escalating.
- Proactively identify opportunities to promote both UKCP and our members in the media, strategically developing relationships with journalists and key outlets.
- Support the preparation of communications relating to regulatory or disciplinary matters, ensuring they are accurate, fair and aligned with legal and governance requirements.
- Drive the development of core corporate messaging, FAQs and supporting materials to ensure consistency across communications.
- Assist the chief executive and senior leadership with media preparation and briefings where required.
- Contribute to the day-to-day management of UKCP's media engagement platform and external agency relationships.
- Act as the organisational lead on external messaging in relation to media, public affairs and reputational issues, providing guidance to colleagues on tone, framing and risk in fast-moving or sensitive situations.

Public affairs and campaigns

- Manage the development of campaign narratives, public positioning and stakeholder messaging, working with policy and communications colleagues on campaign planning.
- Support the creation and delivery of digital content across UKCP channels, ensuring alignment with agreed campaign narratives and messaging.
- Work collaboratively to support campaign strategy development and identify opportunities to influence policy and public debate.
- Coordinate UKCP's political engagement, by monitoring and reporting on Westminster and devolved activities and cultivating relationships with key stakeholders.
- Support the creation of briefings, letters, consultation responses and additional parliamentary materials for UKCP's campaigns.
- Assist with the planning and execution of parliamentary receptions, policy roundtables and other high-profile events.
- Provide strategic input into campaign messaging and narrative, ensuring alignment with UKCP's external positioning and reputational priorities.

This is not an exhaustive list. You are required to be flexible in your approach to performing your duties, which may change to reflect UKCP's approach to sustaining a culture of continuous improvement.

Person specification

Core criteria (for all roles)

- **Strong commitment to equity, diversity, and inclusion**, with the ability to apply inclusive practices in day-to-day work and decision-making.
- **Demonstrated ability to support mental health and wellbeing**, both personally and in team environments, contributing to a psychologically safe and caring workplace.
- **Excellent interpersonal and communication skills**, with the ability to engage respectfully and effectively with colleagues, members, and stakeholders from diverse backgrounds.
- **Ability to reflect on practice and learn from experience**, including a willingness to seek feedback, adapt approaches, and contribute to continuous improvement.
- **Confidence in using evidence and data to inform decisions**, with the ability to balance research, professional judgment, and lived experience.
- **Collaborative and flexible approach to working**, with experience of contributing positively to team dynamics and shared goals, especially in small or cross-functional teams.

Role specific criteria

- Experience in media relations, public affairs or communications roles.
- Good understanding of the UK political, media and legislative landscape.
- Ability to support the development of clear, accurate and balanced messaging for external audiences, including translating complex or sensitive issues.
- Experience of supporting communications activity in relation to reputational or sensitive issues.
- Ability to build positive relationships with journalists, media contacts and stakeholders, and work collaboratively across teams.
- Ability to identify emerging issues and contribute to messaging and responses in fast-moving situations.
- Understanding of how communications can support influencing activity and public engagement.
- Awareness of how digital channels support media and campaign activity, working alongside colleagues responsible for delivery.
- Strong organisational skills, with the ability to manage competing priorities and deliver to deadlines.

Our values

Our values are central to us.

We recruit according to these values, appraise our people against them, embed them in our working practices with colleagues, ensure that UKCP's practice is continually informed by them and measure our impact against them.

- We believe in working with **integrity**.
- We are **innovative** in our approach to member support and ensuring high standards of practice.
- We ensure that our policies are **informed by data and evidence**, wherever possible.

- We value the **diversity of psychotherapy approaches** and encourage **open dialogue** to build understanding.
- We aspire to be **courageous and inquisitive** in the way we work.
- We seek to be **inclusive**, recognising the need for diversity and respect for the people and backgrounds of those we work with.
- We aim to **work collaboratively** with other organisations when it is in public interest.
- We are **reflective** and seek to learn when things do not go as expected.

I can confirm that I have read, understood and agree to undertake the duties as detailed in the above job description.

Signed..... Name (Print.....

Date.....