

## Labour Party Job Description

**Job Title:** Regional Communications Officer

**Responsible to:** The Regional Communications Officer will report in the first instance to the Regional Director and will also work closely with the Head of Press and Broadcasting.

**Location:** London regional office

**Key Purpose:** Developing and implementing a pro-active regional media strategy and taking responsibility for the day to day presentation of the Official Opposition's policies and activities in the regional media.

### Specific Responsibilities:

- Devising and implementing a long-term regional media strategy in consultation with the Regional Director and the Head of Press and Broadcasting.
- Setting up interviews and photo opportunities for members of the Shadow Cabinet and others in the regional and local media.
- Briefing journalists and setting up press conferences to promote the policies of the Official Opposition.
- Writing press releases and media briefings.
- Using social media to promote the Regional Labour Party and the policies of the Official Opposition.
- Working with regional staff to ensure that frontbench team visits to the region are planned to maximise media coverage.
- Developing a network of volunteer Press Officers within constituencies.
- Working with Labour MPs and councils to promote the Official Opposition's message in the region.
- Provide media training to key constituency Labour Parties and Labour Councils.
- Provide advice and assistance to the Shadow Cabinet and other politicians in their role as the Official Opposition, on media issues as requested.
- Be part of a national press weekend duty rota.
- To carry out any other reasonable task as directed by the Regional Director.

## Labour Party Person Specification

### Knowledge

- An understanding of how to devise and deliver a media strategy.
- A good knowledge of the regional media and issues affecting that region.
- Knowledge of Labour Party policies and the Shadow Cabinet and other elected representatives.

### Experience

- Experience of developing and implementing a media strategy.
- Experience as a Press Officer or Journalist would be desirable.
- Experience of dealing with politicians would be an advantage.
- Experience of using social media in a campaign environment would be an advantage.

### Skills / Abilities

- Ability to implement a media strategy and maximise media coverage and boost online profiles.
- Ability to build relations with regional and local media.
- Excellent organisational skills.
- Ability to provide media training as necessary.
- Ability to lead or co-ordinate a team of volunteers.
- The ability to work as part of a team.
- A driver's licence would be desirable.