

Labour Party Job Description Media Monitoring Officer

Job Title:	Media Monitoring Officer
Responsible to:	Head of Press and Broadcasting
Location:	Labour Party Head Office- London
Key Purpose:	Providing media monitoring to the official Opposition across the full spectrum of media outlets, monitoring Government activity, work and policies.

Specific Responsibilities:

1. To monitor all necessary television, radio outlets, new media and all appropriate newspapers, magazines and periodicals on a shift basis.
2. To use knowledge and understanding of media and politics to identify potential newsworthy stories and information on Government policies and activity which the official Opposition needs to respond to. Media monitors work closely with the Press Office and Political Research departments.
3. In consultation with Press Officers ensure a fast response by the official Opposition to breaking news stories and Government press releases or media activity.
4. To liaise with the Leader's Office and shadow cabinet members and their staff on the media and responses to stories.
5. To provide reports as required on media coverage and detailed transcripts where necessary.
6. To brief politicians and journalists where required.
7. To contribute ideas towards official Opposition media strategies
8. In liaison with press and political research maintain and update databases of transcripts, DVDs and online resources.
9. Work closely with the Head of Press and Broadcasting, work flexibly and participate in a system of shift working including regular overnight shifts.
10. To carry out any other reasonable task as directed by the Head of Press and Broadcasting

Labour Party Person Specification Media Monitoring Officer

Knowledge

- In depth knowledge of politics and current affairs
- A thorough knowledge of the media, nationally and regionally
- A thorough knowledge of Labour, Conservative and Liberal Democrat policies
- A thorough knowledge and understanding of The Labour Party

Experience

- Journalistic experience or a background in politics
- Experience writing briefs or summarising long documents

Skills

- Excellent political judgement
- Ability to be creative and identify good stories
- Ability to condense and relay complex information quickly and accurately
- Exceptional organisational skills and the ability to work under pressure to deadlines
- Excellent IT skills, including fast and accurate typing
- Ability to work with politicians and staff from other directorates
- Ability to work independently as well as part of a team