

Labour Party Job Description

Job Title: Head of Communications – Welsh Labour

Responsible to: The Head of Communications will report to the Welsh Labour General Secretary, and work closely with the UK Head of Press and Broadcasting.

Location: Welsh Labour Offices

Key Purpose: The post holder will be responsible for developing and implementing a pro-active national media strategy across Wales. They will support the Welsh Labour Leader and First Minister, the Deputy Leader, Welsh Labour Cabinet and elected members in effectively communicating Welsh Labour's message and achievements in Government across the country.

They will also take responsibility for the day-to-day presentation of the UK Labour Official Opposition's policies and activities in the national Welsh media, building towards success across Wales at the next UK General Election.

Specific Responsibilities:

1. Devising and implementing a long-term, national media strategy in consultation with the Welsh Labour General Secretary, Welsh Labour Leader's team and Leader of the Oppositions Office.
2. Support and advise the Welsh Labour Leader and First Minister in communicating the Welsh Labour Government's message and achievements across the country.
3. Working alongside the UK Head of Press and Broadcasting, and Scottish Labour Head of Communications to ensure relevant and effective Labour political messaging across constituent parts of the UK.
4. Identifying stories and key policies to promote Welsh Labour, and demonstrate how Labour would deliver in Government across the United Kingdom.
5. Devising and executing a media plan for Welsh Labour's Annual Conference, other high-profile events, and all devolved elections.

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6. Working with Welsh Labour's digital team to align messaging across platforms, not limited to: social media and party political /election broadcasts.
7. Working with Welsh Labour's Policy and Campaigns Officer to create campaign materials for activists across Wales.
8. Manage Welsh Labour Press Office operations, dealing with media bids and enquiries. Maintaining strong links with the Welsh Labour Government communications advisors, Senedd Group Office, PLP and LOTO.
9. Providing weekend, and out-of-hours, media cover for national and local media in Wales, and UK media for all enquiries on devolved issues in Wales.
10. Briefing journalists and setting up press events to promote the policies of the Welsh Labour, and the UK Labour Official Opposition.
11. Writing quotes, press releases and media briefings.
12. Working with Welsh Labour staff and UK Labour colleagues to ensure that Welsh Labour Leader, Welsh Labour Cabinet, and UK Frontbench visits and events maximise media coverage. Staffing and supporting at visits, events and other media interventions.
13. Training and line managing any relevant staff and volunteers.
14. Developing a network of volunteer Press Officers within constituencies.
15. Provide media training to key candidates, Constituency Labour Parties and Welsh Labour councils.
16. Contribute to the strategic direction of Welsh Labour as a member of the Senior Management Team.
17. To carry out any other reasonable task as directed by the Welsh Labour General Secretary.

Labour Party Person Specification

Values

- A commitment to the Labour Party's codes of conduct, mission and values, as set out in its constitutional documents.
- Strong personal commitment to equality, diversity, and inclusion.
- Highly collaborative behaviour, able to build strong working relationships internally and externally in a complex stakeholder environment.
- Ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence.
- Commitment to a positive learning culture of feedback and continuous improvement.
- Creative and open to new ways of working including digital transformation, participatory methods and co-creation of solutions with those most affected.

Knowledge

- An understanding of how to devise and deliver a media strategy.
- A good knowledge of Wales' national media, and issues affecting devolution.
- Knowledge of Welsh Labour Government policies, and UK Labour policies in Wales.

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 adapting messaging for different platforms including social media in a campaign environment would be an advantage.

Skills / Abilities

- Ability to implement a media strategy, maximise media coverage, and boost the party's profile.
- Ability to hold trust amongst senior stakeholders.
- Ability to build relations with national, regional and local media
- Excellent political judgement and 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.
- The ability to operate bilingually in Welsh and English would be desirable.
- A driver's licence would be desirable.