

Labour Party Job Description

Job Title:	Press and Broadcasting Officer
Responsible to:	Director of Communications
Location:	Head Office – London
Key Purpose:	Developing and implementing a pro-active media and communications strategy and taking responsibility for the day to day presentation of the Party's values, policies and campaigns within print and broadcast media

Specific Responsibilities

1. Working with the Director of Communications and the Labour Press team at HQ to deliver the UK Labour media and communications strategy.
2. Setting up interviews and photo opportunities for Labour politicians involving national media.
3. Briefing journalists and setting up press conferences to promote Labour Party policies.
4. Writing press releases and other copy including articles and briefs as required.
5. Working with UK Labour staff to ensure that politician's visits are planned to maximise media coverage.
6. Working with government and party colleagues in HQ and across the nations and regions to maximise coverage of Labour's policies and hold our opponents to account.
7. Provide advice and assistance to Labour politicians, on media issues as requested.

8. Day to day discussions with print and broadcast media maintaining official Labour Party relationships with print and broadcast outlets.
9. Be part of a national press weekend and evening duty rota.
10. Work flexibly as part of the Press team and carry out any other reasonable duties as directed by the Director of Communications.

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.
- Knowledge of the current media landscape and the political lens through which the Party operates.
- Knowledge of the dividing lines between the Labour Party and our political opponents.
- Knowledge of how the Party and government interact.

Experience

- Experience of developing and implementing a media strategy.
- Experience as a Press Officer or Journalists
- Experience of briefing journalists and acting as a spokesperson.
- Experience working with broadcasters and print media.
- Experience of working closely with politicians and political stakeholders.
- Experience of organising and running press conferences, media opportunities and photo opportunities.
- Experience of writing press releases, articles, blogs and briefs.
- Experience of using social media in a campaign environment would be an advantage.

Skills / Ability

- Ability to implement a media strategy and maximise media coverage and boost online profiles.

The Labour Party

- Ability to build relations with both national 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.