Labour Party
Job Description

Job Title: Scottish Communications Officer

Responsible to: The Scottish Communications Officer will report in the first instance to the General Secretary- Scotland

Location: Scottish Labour Party Office

Key Purpose: Developing and implementing a pro-active national media strategy and taking responsibility for the day to day presentation of the UK Labour Government's policies as relevant for Scotland, the work of the Scottish Labour Leader and Scottish Labour Group in Holyrood, and the work of Labour Groups in local authorities across Scotland.

Specific Responsibilities:

- Devising and implementing a long-term national media strategy in consultation with the General Secretary- Scotland, working with the UK Head of Press and Broadcasting, and the Senior Communications advisor to the Scottish Labour Leader.

- Setting up interviews and photo opportunities for members of the UK Cabinet, the Scottish Labour Leader, and Shadow Cabinet, and others in the national and local media.

- Briefing journalists and setting up press conferences to promote the policies of the UK Labour Government, and Scottish Labour Shadow Cabinet.

- Writing press releases and media briefings.

- Working with the Scottish Head of Digital on social media communications to promote the Scottish Labour Party and the policies of the UK Labour Government.

- Working with UK Labour Party staff, and the Scottish Labour Head of Visits and Events, to ensure that frontbench team visits to Scotland are planned to maximise media coverage.

- Developing a network of volunteer Press Officers within constituencies.

- Working with Scottish Labour MPs, MSPs, and councillors to promote the Scottish Labour and UK Labour messages in Scotland.

- Provide media training to key Constituency Labour Parties and MSP/MP teams.

- Provide advice and assistance to the Scottish Labour Shadow Cabinet and UK Cabinet and other politicians in their role 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 General Secretary-Scotland.

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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 Scottish media and issues affecting Scotland
- Knowledge of Labour Party policies and the 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 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.