

JOB DESCRIPTION

JOB SPECIFICATION:

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| Job Title: | Head of Press |
| Responsible to: | Director of Communications |
| Salary: | £35,000 per annum |
| Benefit: | 8% Employer's Pension Contribution |
| Tenure: | Full time |
| Hours: | Full time 40 hours per week |
| Location: | LDHQ, Westminster, London SW1P |

Purpose of job

The Head of Press will lead a small but effective media team to promote the Liberal Democrats and the party Leader Tim Farron in regional and national media. You will be expected to lead the party's mission to secure daily coverage in national and regional print, broadcast and online news media.

As a key player in the wider Liberal Democrat team, the Head of Press will take a significant role in the rebuilding and fightback of Liberal Democrats, offering creative and engaging ideas, and take a leading role in interacting with journalists and key influencers on social media.

This role will be focused on delivering positive coverage for the party and for candidates of all levels across the United Kingdom, as well as be able to inspire best practice to help volunteers support the party's media operation.

The Head of Press will also take a lead in managing crisis communications, and have a clear ability to work well under pressure.

Key Responsibilities

1. To lead, motivate and manage 24/7 press team. This includes daily liaison with the Party Leader and Party spokespeople in determining key daily messages and responses, ensuring the press team provides proactive support and anticipates reactive issues.
2. Pro-active management of the party's engagement with regional media.
3. Alerting and assisting and training party spokespersons on media opportunities.

4. Proactively increase positive media presence by selling-in stories and features to digital, specialist and political media.
5. Building strong working relationships with the media and a media relations programme.
6. Generate fresh ideas and successfully pitch stories to national and regional print, broadcast and social media.
7. Work with colleagues and elected officials of all levels to maximise positive press opportunities and coverage for the Liberal Democrats.
8. Play a key role in political rebuttal; challenging and rebutting opposition attack, inaccuracy or political error.
9. Have a constant grasp of the issues of the day, and be able to prepare briefing material for Party spokespeople.
10. Host media training for Party spokespeople and candidates.

PERSON SPECIFICATION:

We are looking for a creative and ambitious individual who has a track record of working in news and campaigns. They will have the ability to influence and create opportunities for coverage, and a track record of working with journalists.

The successful applicant will have a clear understanding of what is needed to help the Liberal Democrats rebuild and fightback. They will have the drive to push that agenda in the party, and do whatever it takes to set the news agenda.

The Head of Press must have a thorough understanding of the political media environment, a strong news sense, knowledge of current political issues, and a strong knowledge of the Liberal Democrats. Prior experience at a regional or national newspaper is favourable.

They will be able to hit the ground running, looking at the immediate challenges ahead, but also have a vision for the future with the ability to grow.

They will need to have a strong personality, the confidence to take initiative and make quick judgements, the ability to juggle a demanding workload, and to be a team player. The candidate will also be ready to manage others, lead and motivate.

Essential Skills and Experience

1. A commitment to the principles, aims and objectives of the Liberal Democrats, and a strong desire to be part of the party's mission to rebuild and fightback.
2. A thorough understanding of the current political media environment, and political issues.

3. Able to demonstrate a clear desire to set the news agenda, and the drive to push a creative media strategy within the communications team.
4. Newsroom experience and a knowledge of what editors are looking for.
5. A clear understanding of regional media.
6. Excellent interpersonal skills and the confidence to interact with politicians, the media, and staff at all levels of the Party.
7. First rate written and oral communication skills.
8. A strong team player who is also able to work on their own initiative.
9. The ability to prioritise workloads and deal with a competing range of demands.
9. Sound judgement and the ability to make quick decisions under pressure.
10. A solid contacts book, stocked full of political correspondents and commentators.

Desirable Skills and Experience

1. Firm understanding of media law.
2. Speech writing experience
3. Experience of working in Westminster politics
4. Working knowledge of Freedom of Information legislation.