

## **JOB DESCRIPTION**

<b>Job Title:</b>	Broadcast and Visits Officer
<b>Responsible to:</b>	Head of Press
<b>Salary:</b>	£26,000 pa
<b>Benefit:</b>	8% Employer's Pension Contribution
<b>Tenure:</b>	Permanent
<b>Hours:</b>	Full time 40 hours per week
<b>Location:</b>	LDHQ, Westminster, London SW1P

### **Purpose of job**

The Liberal Democrats are looking for an exceptional individual who can help build and maintain the profile and credibility of the Party by securing positive coverage in national and regional broadcast media. In particular, this role is responsible for organising and overseeing a programme of regular public visits for the Leader of the Liberal Democrats across the UK, as well as liaising with broadcast national and regional journalists and news desk teams to arrange interviews for party spokespeople.

### **Key Responsibilities**

1. Work with the Leader's Office, media partners, local parties and others to organise and oversee the delivery of a programme of public visits for the Leader of the Liberal Democrats across the UK.
2. Support the work of the wider Press Office team, including preparing press releases, giving written and verbal briefings for spokespeople, using the party's social media channels and participating in the out-of-hours duty system.
3. Lead on liaising with broadcast news desks and editorial teams to receive interview requests and arrange interviews for party spokespeople, including making logistical arrangements.
4. Own the party's 'bid grid', logging broadcast interview requests, instructions and logistical information.
5. Build good working relationships with national and regional political broadcast producers and correspondents.
6. Work with Lib Dem spokespeople at all levels to help maximise positive press opportunities and coverage for the Liberal Democrats.

### **Person Specification**

We are looking for a highly organised, self-starting and creative person with an eye for detail, logistics and the ability to manage a number of competing, and occasionally conflicting, demands. They also must be confident, resilient and robust in dealing with stakeholders within the different levels of the party and the media.

The successful candidate will have a thorough understanding of the political media environment, a strong news sense, knowledge of current political issues, and ideally experience of using Twitter for public relations/stakeholder influence.

You will need to have a strong personality, a “can do” attitude, the confidence to take initiative and make quick judgements, the ability to juggle a demanding workload, deal with a range of people and situations, and to be a team player.

### **Essential Skills and Experience**

1. Experience of events management.
2. A high level of organisational skills.
3. An understanding of how regional broadcast, print and online media work.
4. Good news sense and an eye for strong broadcast or photographic imagery.
5. A strong communicator who is able to work as part of a team or on their own initiative.
6. A track record of managing and prioritising competing workloads and dealing with a range of demands and stakeholders.
7. Sound judgement and the ability to make quick decisions under pressure.
8. A strong understanding of the current political environment.
9. A commitment to the principles, aims and objectives of the Liberal Democrats.

### **Desirable Skills and Experience**

1. Experience in journalism or public relations.
2. Experience of using social media as a communications tool, including Facebook Live, Twitter and Instagram.
3. Experience of working with senior political figures.