

## Communications Manager

### *Purpose of the job*

Liberal Democrat and ALDE Group MEP, Irina von Wiese, is seeking a Communications Manager to join her team in London, on a full-time basis. We intend to offer a six month contract, renewable and dependent on Brexit negotiations; and start date is as soon as possible. Significant travel may be involved.

Reporting to the MEP and working closely with other team members in London and Brussels, you will have responsibility for developing digital communications products for the MEP, with a focus on planning and managing content for the MEP's website and social media channels. You will create engaging campaigns to serve the MEP's strategy and activities and will manage the MEP's profile on social media. This will include day-to-day maintenance of the MEP's Twitter, Facebook, and Instagram (and others as instructed) accounts and providing support on email outreach. You will develop an innovation and data-led culture using testing and analytics to achieve maximum reach and exposure, and to ensure the party is at the forefront of digital campaigning. You will be adept at using digital analytics to measure and report on the performance of social and other online content, and to devise strategies to improve the MEP's online presence, engagement and web traffic. You will also have responsibility to increase the MEP's profile and publicise her work through print, television, radio outlets.

This is an exciting opportunity to work with an MEP who is a leading voice in stopping Brexit.

### *Key Responsibilities*

- Contributing to the refinement and implementation of the MEP's communication strategy, including internal communication (to the Liberal Democrats and ALDE Group), stakeholder management and press/media relations;
- Supporting the implementation of communication and dissemination activities of the MEP existing and upcoming high-profile initiatives, projects, and visits; analysis of related information, monitoring information field, preparation of information for stakeholders;
- Writing, creating, and designing content for all platforms;
- Use digital analytics to measure and report on the performance of social and other online content, and to devise strategies to improve the MEP's online presence, engagement and web traffic;
- Writing engaging news articles/website posts about the MEP's work, and relevant EU policy developments;
- Drafting, editing and delivering press releases and other relevant materials for national and international media outlets;
- Monitoring media coverage;
- Building on and developing relations with journalists and media outlets;
- Secure daily coverage in a diverse range of national and regional print, broadcast and online news media;
- Securing interviews with media outlets;
- Proofreading and editing documents written by team members and improving their readability;
- Preparing and delivering oral and written presentations and driving a high-impact social media campaign;
- Marketing and promoting the MEP's work through all appropriate media outlets;

- Proactively increase positive media presence of the MEP by generating and selling-in stories and features to digital, specialist and political media;
- Building a newsletter subscriber list;
- Drafting newsletters;
- Ability to edit and generate video content;
- Creating, updating and maintaining the MEP's website, online tools, and social media;
- Helping to coordinate high-level, and potentially, international events (conferences, hearings, panel discussions) with multiple stakeholders, managing communications around the event (social media, reports, outcomes messaging);
- Review main media outlets (UK and EU) every morning and provide a brief summary with relevant links, plus longer weekly summary focusing on Brexit developments;
- Creating media content in collaboration with delegation MEPs, allied groups, and other partners as directed by the MEP;
- Provide support and guidance to the MEP, in terms of communication related tasks.

#### *Skills and experience*

- University degree in communications or equivalent experience, preferably in a political context;
- A minimum of 1-year professional experience in communications, editing and events management
- Ability to create quality content and highlights from reports and initiatives, including press release and press conference;
- A strong understanding of website design, digital project management, analytics, digital marketing and targeting and social media engagement;
- Demonstrable experience in writing papers, reports, publications, and presentations;
- Excellent written and spoken English, either native or equivalent level. Other EU languages such as French will be considered strong assets;
- Communication style that is culturally aware of communication approaches across different member states;
- Good working knowledge of MS Office and of electronic databases and web sites;
- Knowledge of European institutions, political groups, and policies.

#### *Specific personal competencies*

- A commitment to the principles, aims and objectives of the Liberal Democrats;
- A dynamic, highly-organised individual with sound political judgement and who thrives in a fast-paced and often pressured environment;
- A thorough understanding of the current political media environment, and political issues;
- Able to demonstrate excellent media handling skills;
- Proven organisational skills and capacity to deliver on allocated tasks and respond in a timely manner to deadlines;
- Excellent communication skills across cultural and scientific boundaries, showing discretion, diplomacy, and tolerance;
- Excellent presentation skills;
- Action-orientated and responsible;
- Creative, willing to take initiative, and improvement-minded;
- Ability to work independently and collaboratively as part of a team;
- Transparency in working;
- Positive and constructive attitude.

*Salary: Competitive – depending on experience*

Please send your application (cover letter & CV (maximum 2 pages each)) by 12:00 noon on 17 June 2019 to Hussain Khan by email to [hussain.khan@libdems.org.uk] with the subject heading “EP Application – Communications Manager, London”