

Job Description: Press and Media Officer

Job Title: Press & Media Officer

Responsible to: Welsh Chief Executive

Salary: £26,000 to £32,000 depending on experience

Benefit: 8% Employer's Pension Contribution

Tenure: Full time. Fixed term to May 2021 with the potential for renewal by mutual agreement

Hours: 37.5 hours per week

Location: Cardiff,

Purpose of job:

The Welsh Liberal Democrats are looking for someone who can build and maintain the profile of the Party, by helping produce positive coverage in Welsh print, broadcast, and online media.

With a key focus on developing a media strategy ahead of the Senedd elections in 2021, the role will involve using key messages to brief spokespeople, respond to breaking news and generate story ideas.

The successful applicant will be enthusiastic about being part of the next stage of building the Welsh Liberal Democrats, have a great sense of what makes a good story and how to successfully secure media coverage.

Key Responsibilities:

1. Work with spokespeople at all levels to help maximise positive press opportunities and coverage for the Welsh Liberal Democrats, including drafting statements and opinion pieces.
2. Develop and 'sell in' proactive stories based on Welsh Liberal Democrat campaigns, positioning and policies, as well as reactively responding to media enquiries.
3. Use Freedom of Information requests to generate a range of relevant stories for use across Welsh print, broadcast, and online media.
4. Build good working relationships with Welsh journalists and pro-actively secure slots on broadcast media for campaign leaders.
5. Take a lead role in organising media coverage for campaign visits and work with party staff to support party conferences and other events.
6. Ensure strong and effective communications between the Welsh Party and its spokespeople and the LDHQ media team as appropriate, identifying opportunities to deliver a Welsh angle on UK-wide campaigns
7. Assist with advice and training for spokespeople, candidates, and volunteers.

Person specification:

The successful candidate will bring optimism, enthusiasm, and a thorough understanding of the Welsh political media environment to the role.

They will have a strong news sense, knowledge of current political issues, and understand the importance of media to a campaigning organisation.

They will have a strong personality, a positive attitude, eager to learn and the confidence to take initiative and make quick judgements. The ability to juggle a demanding workload, work with others to develop new ideas, and to be a team player is essential.

They will be able to take a complex issue and explain it in an engaging and simple way. Prior experience of work in journalism or a press office at a campaigning organisation is preferable.

Essential Skills and Experience:

- A commitment to the principles, aims and objectives of the Liberal Democrats.
- A thorough understanding of the political media environment in Wales.
- A strong news sense, and understanding the needs of the media, with experience of selling in stories to journalists.
- Good knowledge and understanding of current political issues, and the ability to condense into briefings for others.
- Excellent interpersonal skills and the confidence to interact with politicians, the media, and staff at all levels of the Party.
- First rate written and oral communication skills.
- A strong team player who is also able to work on their own initiative.
- The ability to prioritise workloads and deal with a competing range of demands.
- Sound judgement and the ability to make quick decisions under pressure.
- A knowledge of some digital media including use of Twitter and Facebook.

Desirable Skills and Experience:

- Experience of work in journalism or public relations.
- Experience of working in a political environment.
- Contacts and relationships in national and regional media.
- Experience in handling crisis comms.
- Clear record of securing positive coverage for a campaigning organisation.
- Grasp of current Liberal Democrat policy and campaigns.
- Ability to read, write and speak Welsh would be an advantage.

APPLICATION PROCEDURE

Please apply by sending: -

- 1) A copy of your CV; including complete work history
- 2) A Covering Letter; no more than 2 pages of A4 in length, indicating clearly how your experience and skills meet the criteria stated in the job and person specification. Please also write your name on top of your supporting statement.

To enquiries@welshlibdems.org.uk

Closing date: 12.00 noon 24 July 2020

First round interviews will be conducted w/c 03 August 2020

Please note: We will not be able to employ you if you are not eligible to work in the UK. We will not be able to obtain a work permit on your behalf.

The Liberal Democrats are equal opportunity employers and particularly welcome applications from groups who are currently under-represented in our staff.