

Job Title:	Senior Media Officer
Responsible to:	Head of Media
Salary:	£26,000 to 32,000 per annum
Benefit:	8% Employer's Pension Contribution
Tenure:	Full time
Hours:	37.5 hours per week
Location:	LDHQ, Westminster, London SW1P

Purpose of job:

The Liberal Democrats are looking for someone who can help build and maintain the profile and credibility of the Party, by helping produce positive coverage in national and trade media with an additional focus on engaging BAME audiences.

The role will involve working with the rest of the small, but effective, media team to generate proactive news story ideas, brief spokespeople, respond to emerging events and create content for use by the Press Office.

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

Understanding the issues that concern BAME communities and experience of using Freedom of Information requests to generate stories would be an advantage. The successful applicant may also form part of the 24/7 duty rota that operates.

Key Responsibilities:

1. Work with Lib Dem spokespeople at all levels to help maximise positive press opportunities and coverage for the Liberal Democrats, including drafting press comments and releases.
2. Develop and 'sell in' proactive stories based on 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 in national and local media.
4. Assist with advice and training for spokespeople, candidates, and volunteers and establish and maintain strong relationships with national journalists and BAME media contacts.
5. Prepare daily top lines and briefing material for Party spokespeople. Take a role in organising the Press Office for Party conference, including logistics and overseeing the accreditation process for journalists.
6. Support the work of the wider Press Office team as appropriate, including participating in the out-of-hours duty system.

Person specification:

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

They will have a strong news sense, knowledge of current political issues. They will also understand the issues that affect and concern BAME communities and work to ensure the Party effectively engages on these issues and campaigns

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, including regional media.
- 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.