



# Job Description

## Job Title: Media Officer

Responsible to: Head of Media and Planning/Director of Communications

**Salary:** £19,000-£24,000 per annum

**Benefit:** Standard Employer's Pension Contribution

**Tenure:** Full time

**Holiday Entitlement: 25 days**

**Hours:** 37.5 hours per week including rota cover

**Location:** LDHQ, Westminster, London SW1P

### **Job Specification:**

You will be an enthusiastic, ambitious and highly organised individual looking for a chance to shape mainstream politics, work in an exciting and fast-paced communications environment and build a network of contacts with leading journalists.

The Media Officer will be responsible for securing coverage for the party across broadcast, print, online and local media, in line with the party's strategic objectives. You will work as part of a team that punches above its weight and regularly secures agenda-setting media coverage, whether it is front-page newspaper stories or packages on the evening news.

Your background could be in journalism, public relations, or any other role with relevant political or communications experience. You will be a self-starter with a strong interest in the news and current affairs, be motivated by building and pitching news stories and have the ability to build effective relationships with journalists and colleagues. You will also have strong written and verbal communications skills, be able to rapidly grasp complex issues and manage multiple long and short-term tasks.

The ideal candidate will be someone who sympathises with the aims and values of the Liberal Democrats and cares passionately about delivering a better future for this country. You will preferably have a good understanding of the opportunities and challenges facing the Liberal Democrats following the party's historic victory at the Chesham and Amersham by-election earlier this year.

The Media Officer will report to the Head of Media & Planning, and work with the Leader's office and spokesperson and the press team, as well as colleagues in the House of Commons, the House of Lords and at all local and regional levels within the party. You will be an essential part of this team and have the opportunity to develop your skills.

### **Key Responsibilities:**

1. Generate and pitch stories to secure coverage for the party across print, online and broadcast media.
2. Write powerful and persuasive copy for press releases, reactive comments and interview briefings.
3. Spot opportunities for media coverage by planning ahead and regularly updating the

communications grid.

4. Build effective relationships with a wide range of journalists and broadcast producers.
5. Participate in the press office out-of-hours duty system, and contribute to the organisation's wider goals where required.

#### **GDPR**

- Take responsibility for understanding and complying with the Liberal Democrat's approach to data protection by completing regular Data Protection and UK GDPR training and adhering to policies and guidance which improve knowledge and promote best practice.

#### **Information Asset Owners (IAOs), Directors and Heads of teams**

- Take responsibility for understanding and complying with the Liberal Democrat's approach to data protection by completing regular Data Protection and UK GDPR training and adhering to policies and guidance which improve knowledge and promote best practice.
- Responsible for specific information assets and assessing and mitigating risks to information within the area you manage. This involves ensuring the security, accuracy and integrity of the data held on the systems you manage and for mitigating any potential risks.
- Raise awareness of data protection issues and ensure staff are aware of their responsibilities towards the information they use.

**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 Party believes it is essential to foster equity, equality, diversity and inclusion within our workforce. We want our employees to thrive in an environment where everyone is welcome and supported to achieve their potential. It is important to celebrate what makes us unique and that you feel valued, appreciated and free to be who you are.**

