

The closing date for completed applications for this post is **12 noon, Monday 20 July 2020**. This is a two stage interview process, with all interviews held online. The first stage interview will be on 10/11 August 2020.

Press Officer

Job description, person specification and terms and conditions

Job description

Grade and salary

Grade 8, £48,144, excluding LW

Job type

Permanent

Hours

35 hours per week (open to job share applications), happy to talk flexible working

Location

Congress House, Great Russell Street, London WC1B 3LS (working from home during the coronavirus pandemic)

Responsible to

Senior Press Officer - Campaigns, Communications and Digital Department

Job purpose

To help achieve the TUC's campaign aims by securing media coverage for the TUC's priorities

Job content

The media officer will:

- Develop and deliver media plans across print, digital, social and broadcast
- Produce press releases, quotes and operational notes
- Write opinion pieces and blogs in the name of TUC senior staff
- Generate ideas and content for the TUC's twitter feeds
- Build relationships with policy staff to develop campaign executions illustrating the TUC's priorities

- Develop their professional understanding of the UK media and build relationships with journalists
- Evaluate TUC media coverage, and use that to improve how we work
- Advise TUC spokespeople and produce spokesperson briefs
- Source, interview, write-up and brief case studies in support of campaigns
- Participate in cross-departmental project teams to deliver campaigns
- Perform any other reasonable tasks as determined by the senior press officer or head of CCD

Person specification - (E = essential, D = desirable)

Essential criteria

Experience

- Media relations in a busy press office OR journalism experience in a busy newsroom (E)
- Project managing media campaigns (D)
- Assimilating complex information (such as statistics or detailed policy briefings) and presenting it in a media-friendly format (D)
- Sourcing and supporting case studies (D)

Skills

- Outstanding writing skills (E)
- Ability to react fast to changing external environment (E)
- Excellent communication and interpersonal skills (E)
- Use of social media as part of media relations (D)

Knowledge and understanding

- In-depth knowledge of the UK print, broadcast and digital media (E)
- Understanding of key social policy issues for the TUC and of the political environment (D)
- Knowledge and understanding of trade unions (D)
- Campaigning (D)

Personal qualities

- Able to work collaboratively with colleagues (E)
- Able to take responsibility and show initiative when managing projects (E)
- Shows good judgement and political awareness (E)
- Commitment to equality, anti-racism and the values of the trade union movement (E)
- Creative and imaginative in pursuit of media coverage (D)

Circumstances

- Able to regularly undertake out-of-hours media cover including weekend cover approximately one weekend per month, with time off in lieu (E)
- Able to undertake some overnight stays with appropriate notice (E)