

JOB DESCRIPTION

Press Officer

REPORTS TO: Senior Communications Advisor

UNITE SALARY GRADE 9

MAIN PURPOSE OF THE JOB:

To promote Unite's work, campaigns and priorities through proactive press and media activity, advancing the interests of members and working people in support of the union's strategic objectives.

Working within the Engagement Department, to manage rapid responses to emerging issues, secure national and regional media coverage, contribute to coordinated communications plans and advise senior representatives, officers and colleagues, ensuring clear, accurate and consistent messaging that supports campaigns and protects and enhances Unite's reputation.

MAIN DUTIES & RESPONSIBILITIES *(This job description is not a complete listing of all duties but contains the key elements of the role).*

1. Deliver the union's rapid response press activity, preparing and issuing statements, releases, briefings and other media materials in accordance with agreed messaging and approval arrangements.
2. Contribute to the development and implementation of press and communications strategies that support the union's strategic objectives.
3. Develop and deliver communications plans for relevant campaigns and areas of the union's work, coordinating activity with colleagues to ensure consistent and timely communications.
4. Prepare, maintain and update key messages and briefing materials, drawing on media monitoring, research, polling and other relevant information.
5. Develop and maintain relationships with national and regional journalists and media organisations, identifying and pursuing opportunities to secure coverage.
6. Monitor media coverage and emerging issues, identifying their implications for the union and recommending appropriate responses.
7. Provide press and media advice and support to senior representatives, officers and colleagues on messaging, media opportunities and responses to emerging issues.
8. Undertake other duties appropriate to the role and responsibilities of the post.



PERSON SPECIFICATION

Job Title: Press Officer

Unite Salary Grade: 9

Please Note: Shortlisted candidates will be drawn from those who best meet the criteria below and in the job description. Candidates should demonstrate how they meet the essential criteria and, where applicable, the desirable criteria, using relevant examples. Shortlisting will assess the evidence provided against these criteria.

(The areas below are examples of the types of evidence we will look for from candidates and are not exhaustive).

Experience Required

1. Experience in journalism press, media relations.
2. Experience of developing communications plans and delivering or producing media campaigns, including securing national and regional media coverage.
3. Experience of responding to breaking news and preparing press releases, statements, briefings and other media materials to tight deadlines.

Education/Qualifications

4. A relevant degree, professional qualification or equivalent demonstrable experience in communications, journalism, public relations, politics, media or a related discipline.
5. Evidence of continued professional development or relevant training in communications, media relations or campaigning.

Skills/Knowledge/Ability

6. Excellent writing and editing skills, producing accurate, concise and compelling material, adapting it for different audiences and responding constructively to feedback.
7. Strong knowledge of the national and regional media landscape and political context, with the ability to identify news opportunities, develop media angles and build effective journalist relationships.
8. The ability to provide sound press and media advice, exercise judgement and respond appropriately to sensitive or emerging issues.



9. Strong organisational skills, with the ability to work independently, manage competing priorities and meet deadlines under pressure.
10. Strong research and analytical skills, using media monitoring and relevant information to inform messaging and communications activity.
11. Effective communication and interpersonal skills, with the ability to coordinate activity and work collaboratively across teams.

Desired but not essential

12. Experience within a large, complex or high-profile organisation, particularly a trade union, campaigning or membership organisation.
13. Experience of communications during industrial disputes, crises or other high-profile events.
14. Knowledge of trade unionism, employment relations, workers' rights or the wider labour movement.
15. Experience of advising senior leaders or high-profile spokespeople on media strategy and messaging.
16. Experience of using paid advertising, social media or digital campaigning as part of an integrated communications programme.
17. Experience of using polling and audience research to inform communications strategies and messaging.