

Communications Officer

Job Description and Person Specification

Purpose of the role

Working in the parliamentary office of Caroline Lucas MP, this role is about maintaining and building the public profile of the UK's first Green MP, nationally and locally; communicating and progressing her campaigning work; and developing and delivering key messages across a range of media in a fast-paced, political environment.

Salary:	£33,072 per annum
Hours:	37.5 hours per week
Job type:	This is a fixed term role due to end on 2 nd May 2024 (or the date of the next general election, if sooner)
Location:	House of Commons with occasional time in Brighton – and WFH in line with public health guidance
Line manager:	Chief of Staff for Caroline Lucas MP
Line management responsibilities:	<i>n/a</i>
Key relationships:	<i>Green Party communications team and Party Leadership</i>

Application process:

Applications to be submitted by 5pm on 21st January 2022 and interviews will be held on 27th January 2022.

Please apply via the Applied recruitment platform:

<https://app.beapplied.com/apply/88ewxygxbj>

Please note that the Applied recruitment system is configured to ask a series of questions that will support shortlisting for this role. Each question is based on one or more of the attributes listed in the person specification below and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

Principal Roles and Responsibilities

External communications

- Develop and deliver strategic, effective, integrated social, print and broadcast media communication campaigns to advance the MP's policy and campaign priorities
- Develop and deliver messaging to be used proactively and reactively, including in response to eg Government and other policy announcements
- Identify communications priorities on a daily, weekly and longer term basis
- Monitor breaking news and help advise the MP on political positioning and messaging in a fast evolving and changing context
- Identify opportunities to promote the MP's work, campaigns or policy position across various different platforms, including but not limited to:
 - Researching, writing and distributing engaging news releases, articles and comment pieces, often with a very fast turn around
 - Drafting and circulating newsworthy quotes, reactively and proactively
 - Proactively identify opportunity for engaging content for social media on a several times a day basis; drafting and posting
 - Writing and distributing a weekly email bulletin
- Respond to and proactively seek out interview and other broadcast media opportunities and prepare the MP
- Liaise with policy staff and chief of staff to develop lines for briefings ahead of media interviews, often at very short notice
- Keep the MP's website up to date; regularly uploading press releases and other content; regularly review existing content
- Monitor media and social media for defensive purposes; advise on responding; draft and send responses when appropriate
- Edit, subtitle and post video and audio content of the MP across multiple platforms.
- Create visuals and templates for social media or other platforms on a regular basis; work with others on delivering this content, including providing a brief
- Schedule social media posts out of working hours
- Respond to comments, questions and messages on social media channels, as and when appropriate
- Occasionally contribute to the writing of copy for publicity leaflets, quotes of support and endorsements
- Be familiar with, and adhere to, the party's political and media policy and messaging

Internal communication

- Take part in daily press planning calls with other media staff in the Green Party, with a focus on contributing to forward planning and facilitating coordination of messages and output
- Liaise with national, regional and local levels of the party's media operation, including parliamentary, assembly and local authority contacts
- Log and monitor communications hits and impact
- Attend Green Party conference twice a year and organise related media coverage

Other

- Act as out-of-hours media telephone contact on rota
- Identify key journalists and, with others on the team, key campaigners; maintain and build relationships with them
- Maintain a database of photos, graphics and videos for communications purposes
- To participate, as and when required, in team meetings, supervision meetings, training and regular appraisals.

- Comply with the Party and Parliament's GDPR, equal opportunities, financial confidentiality, health and safety and other policies and practices.

Person Specification

	Attribute	Essential/desirable	Assessed
Experience	Relevant experience in journalism, communications, media relations or a similar role	Essential	Interview
	Demonstrable experience of communications in a political environment, developing compelling and targeted content	Desirable	Interview
	Broadcast experience working to promote & brief an individual	Desirable	Interview
	Experience of writing fast turnaround political comment pieces and/or articles	Essential	Interview
	Experience of working in a defensive media environment	Desirable	Interview
Skills/abilities	Proactive, decisive and well organised, with the ability to meet tight deadlines	Essential	Application
	A fast learner who can rapidly grasp new and complex concepts, paying good attention to detail	Essential	Interview
	Excellent interpersonal and communication skills (oral and written) and the ability to communicate in a confident and engaging manner at all levels, including with other MPs	Essential	Application & Interview
	Strong political and news antennae	Essential	Application
	Excellent and fast drafting skills, and experience and proven ability to cater to	Essential	Application & Interview



	different audiences and with different messaging.		
	Ability to manage recurring ongoing work across multiple topics with sudden changes of priorities.	Essential	Interview
	Strong team skills and the ability to develop good working relationships	Essential	Interview
	An understanding of the needs of regional, national and devolved print, broadcast and social media	Essential	Application & Interview
	Experience of helping create and implement communications strategies	Essential	Application & Interview
Knowledge	Understanding of the current political climate and Caroline Lucas' role	Desirable	Application & Interview
	Excellent understanding of social media and the role it can play in political communications	Desirable	Application & Interview
	Strong relationships with relevant campaigns and organisations	Desirable	Application & interview
	Excellent grasp of what makes a good story in different media	Essential	Application & Interview
	Good IT skills	Essential	Application
	A good political and campaigns contact book	Desirable	Interview
	Video clipping and editing skills	Desirable	Application
Personal attitudes	A genuine commitment to the aims and policies of the Green Party, and with development of a fair and sustainable society	Essential	Application
	Self-motivation, flexibility and adaptability. A proactive	Essential	Interview



	attitude and ability to work independently.		
	Trustworthy and reliable – a safe pair of hands for confidential information and the MP's reputation	Essential	Application
	Values own knowledge but always willing to learn and to remain open to alternative views and perspectives.	Essential	Interview
	Creative and willing to innovate in pursuit of the objectives of the role	Essential	Interview
	Resilience and genuine love of working under intense pressure	Essential	Application & Interview
Personal circumstances	Eligible to work in the UK	Essential	Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential	Interview
	Not a member of another UK political party	Essential	Application
Equality	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential	Application

General points applicable to all Green Party of England and Wales jobs:

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR & Office Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEx Co-ordinator.

This job description may be periodically reviewed in consultation with the post holder.