

Press Manager

Job Description and Person Specification

Purpose of the role

The Green Party is going places, part of the Green Wave that is sweeping across Europe, responding to the great political challenges of our age. As Press Manager, you'd be at the heart of this political change, helping shape and direct the implementation of the press strategy of the Green Party as agreed by Green Party Executive (GPEx).

The press manager will promote a positive image of the Party and its key public figures in line with these strategies, as well as helping achieve favourable coverage in the media under the direction of the Head of Communications.

The successful candidate will thrive in fast-paced environments, be flexible, quick-thinking, decisive, and have good political antennae. You will write like a dream, manage competing priorities calmly, have excellent interpersonal and communications skills, and be able to explain just why our representative would be the perfect person for this television slot or radio show, all while being intrinsically motivated by environmental and social justice.

Salary: £34,236 - £42,568
(points 24 – 36 of the GPEW pay scale)

Hours: Full time – 35 hours per week; flexible working in line with the needs of the role will be expected

Job type: Permanent contract

Location: Green Party National Office, Bermondsey, London

Line manager: Head of Communications

Line management responsibilities: Press Officer(s)

Key relationships: Other communications staff; elected representatives and their teams.

Application process:

Applications to be submitted no later than 30th of August 2019. Interviews will be held at a later date, most likely the week commencing 9th of September 2019. Please email your completed application form (found on www.greenparty.org.uk/jobs) to recruitment@greenparty.org.uk

Principal Roles and Responsibilities

Media Communications

1. Achieving positive media coverage for the Green Party in a wide range of outlets and sources.
2. Managing and developing relationships with key broadcast and print outlets particularly pitching Green Party representatives to national political shows.
3. Writing briefings for Party figures in preparation for media interviews and verbally briefing them ahead of media appearances.
4. Overseeing and preparing responses to daily news via comment, press releases and pitches.
5. Overseeing, maintaining and updating press contact lists for the Press Office database.
6. Overseeing, preparing and pitching comment pieces and blogs from GPEW spokespeople and elected representatives.
7. Contribute to speeches and other content for press purposes.
8. Drafting and issuing high quality press releases to tight deadlines.
9. Contributing to the development and implementation of communications strategies.
10. Acting as out-of-hours press office telephone contact on rota.

Essential Experience and Skills

1. At least four years' experience as a press officer or journalist with progressively increasing responsibilities.
2. Excellent writing and editing skills, and ability to quickly understand and explain issues verbally.
3. Great interpersonal skills.
4. Knowledge of major media outlets and their requirements.
5. Knowledge of and sympathy with the aims and objectives of the Green Party.
6. Must not be a member of another political party that is in competition with the Green Party.

Person Specification

	Attribute	Essential/desirable
Experience	At least four years' experience in press and communications	Essential
	Established relationships and contacts with UK political journalists	Desirable
	Strong written and verbal communication skills	Essential
Skills/abilities	Strong organisational skills	Essential
	Ability to prioritise work and manage workload effectively	Essential
	Excellent social media literacy	Desirable
	Ability to write content for and edit web pages	Essential
	Excellent interpersonal skills	Essential
	Understanding of Green Party organisation at local, regional and national level	Desirable
Knowledge	Understanding of British politics and an interest in current affairs	Essential

	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential
Personal attitudes	Dedicated to accuracy and delivery of tasks in a timely manner	Essential
	Eligible to work in the UK	Essential
Personal circumstances	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential
	Not a member of another UK political party	Essential
	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential
Equality	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential

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 endeavor 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 Coordinator.

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