**Press and Communications Officer**

**Job description and Person specification**

**INTRODUCTION**

The Green Party is recruiting a Press and Communications Officer (PCO). The PCO role will play a vital role in communicating the Green Party’s policies to the media, the public and Green Party members.

Britain urgently needs the kind of fundamental social, economic, environmental and political change that only the Green Party can offer, to tackle growing inequality and the lack of progress on a range of threats to our communities from a rampant Conservative government buoyed by the prospect of Brexit. Effective communications is key in conveying what we stand for, with a view to building understanding, winning votes and attracting new members and supporters.

The Green Party has the best ideas, inspirational leadership and some exceptionally talented spokespeople. Yet we are often crowded out of the critical mainstream political media debates in our binary political system and blinkered media agenda, with the effect that most of the public do not hear from us often enough and do not understand the breadth and relevance of a Green vision for Britain.

**PURPOSE OF THE ROLE**

We need to find ways to dramatically increase our external profile and become part of the everyday media landscape across the wide range of environmental, social and economic topics that lie within Green politics. We want to ensure that the media don’t only listen to us when there’s a “green” story - climate change or fracking - but properly acknowledge what we have to say in all the major political headline areas, including the economy, Brexit, health, security and immigration, thereby demonstrating our relevance to a far wider cross section of society.

The PCO will promote a positive image of the Green Party, its priorities and its key public figures in line with the party’s political, communication and organisational strategies. The PCO will achieve positive coverage in print, broadcast, online and social media through planned activities and by reacting to opportunities, as well as working with colleagues to protect the Party’s reputation when required.

The PCO works under the direction of the Head of Communications and reports to the External Communications Coordinators on GPEX.

**Salary:** £22,950 to £26,362 depending on experience (points 6-13 on the Party’s national pay scales)

**Hours:** 35 hours per week

**Location:** Green Party National Office, London

**Line Manager:** Press & Communications Manager

**Reporting To:** External Communications Coordinators on the Green Party’s Executive.

**PRINCIPAL RESPONSIBILITIES:**

**Media communications**

1. Researching, writing, and distributing high-standard, accurately sourced press releases, often to tight deadlines.
2. Maintaining and updating press contact lists for the Press Office.
3. Sourcing and uploading regular contributions to the news wires under the direction of the Head of Communications Manager and External Communications Coordinators.
4. Ensuring that there is effective follow-up with journalists after press releases are sent out.
5. Fielding internal and external phone calls and other enquiries in an organised, efficient fashion.
6. Maintaining and developing relations with press contacts.
7. Supporting the Social Media Officer in identifying opportunities to communicate messaging strategies and press stories across social media and in producing high-quality, shareable social media news items
8. Editing, proofing and pitching comment pieces and blogs from GPEW spokespeople and elected representatives.
9. Managing the quick and effective response to negative news stories.
10. Writing occasional briefings for Party figures in preparation for media interviews in conjunction with External Communications Coordinators.

**Planning and coordination**

1. Maintaining and making available to relevant individuals and bodies within the party a rolling forward plan of media opportunities and messaging priorities.
2. Monitoring and reporting on media coverage and press hits.
3. Contributing to communications forward planning meetings held regularly with press and communications staff in other Green Party offices, e.g. in Parliament and European Parliament, and in regional assemblies.
4. Supporting and building an effective network of contacts with press officers and volunteers working for regional and local parties of the GPEW
5. Building effective working relationships with the Association of Green Councillors (AGC) and with groups of Green councilors on primary local authorities.

**Websites and publications**

1. Ensuring the Party’s websites are kept up to date and reflect both short-term communications priorities and plans and the overall messaging strategy of the Party.
2. Contributing to Green World and other Green Party publications as required to promote communications priorities.

**Other duties**

1. Acting as an out of hours press contact on a rota.
2. On occasion, taking notes and minutes at press and other GPEW meetings.
3. Attending occasional out of office hours meetings.

**General points applicable to all Green Party 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. 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.
4. Green Party staff may be required to attend Green Party Executive 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.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and appraisal system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party.
6. Green Party staff are required to keep a timesheet along with records and details of work carried out as requested by their line manager and may, from time to time, be required to provide written or oral reports to the Executive.
7. 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.
8. Green Party staff are expected to identify and make recommendations to the Head of Office on improving the systems within the office.
9. 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.
10. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the Head of Office and in accordance with the current policy on the management of volunteers.
11. 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 the Head of Office or relevant GPEx Co-ordinator.
12. This job description may be periodically reviewed in consultation with the post holder.

**Person specification for Press and Communications Officer role**

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|  | **Attribute** | **Essential / Desirable** |
| **Experience** | Experience of press and communications work.Experience of working to tight deadlines. Experience of updating and maintaining websites. | EssentialEssentialEssential |
| **Skills / Abilities** | Strong English written communication skills. | Essential |
| Strong organisational skills, including an ability to prioritise workload effectively. | Essential |
| Social media literacy.Ability to write content for and edit web pages | EssentialEssential |
| Good interpersonal skills. | Essential |
| **Knowledge** | Graduate with 2:1 or equivalent degree (BSc, BA) in a relevant subject (e.g. Politics). | Essential |
| Understanding of the Green Party of England and Wales’s values and policies. | Desirable |
| Understanding of British politics and an interest in current affairs. | Essential |
| **Personal attitudes** | In sympathy with the aims and policies of the Green Party, and committed to the development and implementation of a Green and sustainable society. | Essential |
| Dedicated to accuracy and delivery of tasks in a timely manner. | Essential |
| **Personal circumstances** | Eligible to work in the UK. | Essential |
| Able and willing to work unsocial hours and outside of normal office hours as required by the post. | Essential |
| Not a member of another UK political party. | Essential |
| **Equality** | Candidates must indicate full commitment to the principle of Equal Opportunities for all in line with the Party’s policies. | Essential |

**Equal Opportunities statement:**

All Green Party employees are required to carry out the Party’s policies concerning racial and sex equality and the rights of people with disabilities and lesbians, gay men and people who are bisexual both in terms of equal opportunity for employment, in policy work and access to the Party’s services.