

Parliamentary Media Officer

Job Description and Person Specification

Purpose of the role

Caroline Lucas is co-Leader of the Green Party of England & Wales (GPEW) and its first MP. She has a track record of making history and an ongoing commitment to speaking out and shifting the political narrative. She is currently looking to recruit an exceptional parliamentary press officer to be part of a small, proactive, highly dedicated and strategic team. Your role will be to maintain and improve her media and social media profile, nationally and locally.

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 motivated by environmental and social justice.

The role requires working closely with the Green Party's small media team and senior elected figures in a fast-paced, political environment to help deliver our key messages across a range of media.

Salary: £29,106 - 31,505 (Points 18-22 on the GPEW pay scale)

Hours: 37.5 per week (full time)

Job type: Permanent

Location: House of Commons, Westminster
Occasional time in Brighton and in the Green Party HQ in Bermondsey

Line manager: Chief of Staff - Caroline Lucas MP

Line management responsibilities: Not applicable

Key relationships: Green Party communications team and Party Leadership

Application process:

Applications to be submitted by 12:00pm on 4 June 2018 and interviews to be held June 7-8, 11 in London. Please email your completed application form (found on www.greenparty.org.uk/jobs) to caroline.lucas.mp@parliament.uk

Principal Roles and Responsibilities

Press & Social Media

1. Research, write and distribute news releases and articles
2. Monitor breaking news and advise MP on priorities and proposed responses.

3. Draft and circulate quotes, reactively and proactively
4. Respond to and proactively seek out interview and other broadcast media opportunities and prepare the MP
5. Liaise with policy staff and chief of staff to develop lines for briefings, often at very short notice
6. Work closely with constituency staff to develop and promote stories to local media
7. Proactively contribute to and post content for social media on a daily basis
8. Regularly upload press releases and other content to the MPs website
9. Monitor media and social media for defensive purposes. Advise on responding and draft and send responses when appropriate
10. Act as out-of-hours press office telephone contact on rota
11. Help identify key journalists and maintain and build relationships with them
12. Maintain a database of photos for press and other communications purposes

Strategy

13. Take part in daily press planning calls with other media staff in the Green Party
14. Contribute to the development and implementation of communications strategies
15. Be familiar with, and adhere to, the party's political and media policy and messaging
16. Advise on political positioning and messaging in a fast evolving and changing context
17. Maintain/contribute to/distribute the Party's forward planning diary
18. Contribute to speeches and other content for press purposes

Internal Communications

19. Liaise with national, regional and local levels of the party's media operation, including parliamentary, assembly and local authority contacts
20. Log and monitor media hits and impact
21. Attend Green party conference twice a year and organize related media coverage

Campaign Communications

22. Write/contribute to internal/external briefings and reports
23. Write and distribute a weekly email bulletin
24. Liaise with outside partners around the creation of broadcasts and bespoke content
25. Occasionally contribute to the writing of copy for publicity leaflets

Person Specification

	Attribute	Essential/desirable
Experience	At least 3 years' experience in journalism, communications, media relations or a similar role	Essential
	At least 2 years' experience of communications in a party political environment	Desirable
	At least 2 years' broadcast experience working to promote & brief an individual	Desirable
	At least 2 years' experience of writing fast turnaround political comment pieces and/or articles	Essential
	Experience of working in a defensive media environment	Desirable
Skills/abilities	Proactive, decisive and well organised, with the ability to meet tight deadlines	Essential
	A fast learner who can rapidly grasp new and complex concepts	Essential
	Excellent written and oral communication skills	Essential
	Ability to predict and monitor news cycles with a view to identifying opportunities	Essential
	Strong political antennae and knowledge of the political landscape	Essential
	Ability to write copy fast, accurately and accessibly	Essential
	Ability to manage multiple priorities and switch focus at short notice	Essential
	Strong team skills and the ability to develop good working relationships	Essential
	Ability to thrive working under pressure and meet the demands of a fast moving office and organisation	Essential
	An understanding of the needs of regional, national and devolved print, broadcast and online media	Essential



	Confident to interact with politicians and staff at all levels in Parliament, the Party, as well as with the media.	Essential
	Experience of helping create and implement media and social media strategies	Desirable
Knowledge	Understanding of the current political climate and Caroline Lucas' role within in	Essential
	Excellent understanding of social media and the role it can play in political communications	Desirable
	Strong relationships with relevant campaigns and organisations	Desirable
	Excellent grasp of what makes a good story in different media	Essential
	Good IT skills	Essential
	A good political and campaigns contact book	Desirable
	Video clipping and editing skills	Desirable
Personal attitudes	A genuine commitment to the aims and policies of the Green Party, and with development of a fair and sustainable society	Essential
	Trustworthy and reliable – a safe pair of hands for confidential information	Essential
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Essential
Personal circumstances	Eligible to work in the UK	Essential
	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
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 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.