

JOB TITLE	Media Officer for Adrian Ramsay, MP (Waveney Valley)
SALARY	£39,000 FTE pa (full-time)
LOCATION	London

PURPOSE OF THE ROLE

Working in the parliamentary office of one of the Green Party's newly elected MPs, this role is about maintaining and building the public profile of the Green MP, nationally and locally; developing and delivering communications strategies to promote key campaigns; and developing and delivering key messages across a range of media and social media in a fast-paced, political environment.

You will have excellent communication, time management and organisational skills. With experience of writing copy for national, local and social media, you will have a good understanding of the needs of regional, national and devolved print, broadcast and online media and the ability to pitch for coverage. Thriving under pressure, you will have a good political judgement and sensitivity and be able to quickly move between topics and tasks.

You will work across a range of topics which will include, but not be limited to, the areas covered by the departments Adrian is shadowing: treasury, DEFRA (including nature restoration) and health & social care. As well as promoting Adrian's national profile, you will build strong relationships with the local media in the different parts of the Waveney Valley constituency and promote Adrian's work on key local issues including dentistry and local health services, river pollution, vibrancy of market towns and flooding.

KEY RESPONSIBILITIES

1. Pitch, research, write and distribute news releases, articles and op eds.
2. Monitor breaking news and advise MP on priorities and proposed responses. Draft and circulate quotes, reactively and proactively.
3. Respond to and proactively seek out interview and other broadcast media opportunities and prepare the MP.
4. Liaise with policy staff and chief of staff to develop lines for briefings, often at very short notice.
5. Build and manage the planning grid for the MP's media and social media work
6. Work closely with constituency staff to develop and promote stories to local media.
7. Build strong working relationship with local/regional media and knowledge of key issues in constituency – including physically working in the constituency periodically.
8. Proactively contribute to and post news-based content for social media on a daily basis.
9. Regularly upload press releases and other content to the MPs website.
10. Monitor media and social media for defensive purposes. Advise on responding and draft and send responses when appropriate.
11. Act as out-of-hours press office telephone contact on rota.
12. Help identify key journalists and maintain and build relationships with them.

13. Maintain a database of photos for press and other communications purposes.
14. Take part in daily press planning calls with other media staff who make up the Parliamentary Green Party and the Green Party's media operation and liaise regularly with them.
15. Play a key role in developing and implementing communication and campaign strategies.
16. Be familiar with, and adhere to, the party's political and media policy and messaging.
17. Advise on political positioning and messaging in a fast evolving and changing context.
18. Maintain/contribute to/distribute the Party's forward planning diary.
19. Contribute to speeches and other content for press purposes.
20. Log and monitor media hits and impact.
21. Attend Green party conference twice a year and organise related media coverage.
22. Write and distribute a regular email bulletin on behalf of the MP and contribute to occasional printed publications.

PERSON SPECIFICATION

1. Excellent written and verbal communication skills.
2. Excellent time management and organisational skills, including the ability to work under pressure and meet tight deadlines.
3. Ability to manage own workload and prioritise well.
4. Ability to write copy fast, accurately and accessibly.
5. Thrives under pressure and is confident interacting with parliamentarians.
6. Ability to deal with issues in a confidential and sensitive manner.
7. Works effectively in a small team.
8. At least 2 years' experience in news driven journalism, communications, media relations or a similar role and of writing fast turnaround political comment pieces and/or articles.
9. An understanding of the needs of regional, national and devolved print, broadcast and online media and ability to pitch for coverage.
10. Political sensitivity and good political judgement.
11. Independent and fast decision maker.
12. Quick thinking and quick to learn, including being able to move at speed between different topics and tasks.
13. Good understanding of the responsibilities of an MP.
14. Good IT skills, including the use of email, WhatsApp, the internet, Microsoft Office suite, data management tools, social media channels and tools, video clipping and editing software, and websites.
15. A commitment to green values and social justice
16. Not a member of any other political party

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