JOB DESCRIPTION

Post title: Media Officer

Grade: Band C

Responsible to: Head of Media and Public Affairs

Location: 4th Floor, 12 Arthur Street, London EC4R 9AB

**Main Purpose of Job**

* To provide a responsive media relations service, encompassing proactive and reactive media relations, to advance London Councils’ Shared Ambitions – our priorities as agreed by our Leaders’ Committee.
* To seek out and create opportunities to further London Councils’ objectives via the media.
* To provide support and advice on media relations to lead Members and policy and services teams within London Councils in support of their work.

**Main responsibilities**

1. To contribute to the development and implementation of proactive media strategies for London Councils’ policy and lobbying priorities.
2. Provide a responsive and efficient service to journalists and other callers, by answering calls and emails and providing follow-up information, including as part of a shared staff out of hours rota.
3. Deliver high-impact media relations covering the full range of London Councils work as required, proactively pursuing opportunities for influencing and creating stories.
4. Organise events, media interviews and other opportunities to promote London Councils.
5. Provide excellent advice and support to lead Members, senior officers and policy teams to identify and implement agreed media opportunities.
6. Monitoring and analysis of media coverage and journalist relationships on London issues.
7. Provide detailed, comprehensive and accurate briefing material to assist members and officers when they are dealing with the media.
8. Represent London Councils as required at external events.
9. Write articles and speeches for external use; write copy for internal and external publications.
10. Use, update and maintain to a high standard the media monitoring software used by London Councils, accurately recording media enquiries in real time and sending out media releases. Maintain up to date mailing lists and record coverage.
11. To play a role in actively promoting media campaigns and lobbying activity on London Councils’ website and social media channels.
12. Ensure that all work takes account of legal requirements, including media law, copyright, data protection, rules governing local government publicity, and London Councils’ policies and protocols.
13. To undertake such other duties commensurate with this post as may reasonably be required and within agreed timescales and budgets.
14. London Councils is committed to, and champions, equality and diversity in all aspects of policy and employment. All employees are expected to understand and promote equality and diversity within their work.
15. To take care at all times to uphold health and safety at work for self and others. To observe London Councils’ Health and Safety policy and related procedures at all times.
16. Employees have a duty to behave in a way that reflects well on London Councils, working at all times within the law including parliamentary law and practice, the rules governing local government publicity, and according to London Councils policies, procedures and regulations, including the Data Protection Act 2018.
17. **This is a politically restricted post, under Section 2 of the Local Government and Housing Act 1989.**

PERSON SPECIFICATION

Post: Media Officer

Grade: Band C

Responsible to: Head of Media and Public Affairs

Listed below are the requirements needed to undertake this job. These will form a key part of the selection process. In addition, all jobs with London Councils require satisfactory work performance and a good attendance record together with good standards of conduct and personal behaviour. Evidence of these will be sought as part of the selection process.

**Experience and qualifications**

1. Experience of successful delivery of media relations services within a complex organisation.

2. An NCTJ/CIPR qualification and/or evidence of professional development is desirable but not essential.

**Knowledge and skills**

3. Good understanding of the London political landscape and good contacts in the media.

4. Good understanding of London Councils’ objectives and the financial, legal and political context of local government, especially in London.

5. Ability to build up comprehensive policy knowledge across the range of London Councils’ activity and to develop expertise in particular areas.

6. Skills to develop creative, impactful and deliverable media initiatives and campaigns that result in desired media coverage, raising the profile of London local government and the issues that matter to Londoners.

7. Ability to build positive relationships with elected members, partners and colleagues and provide advice and guidance that is well respected and valued.

8. Ability to build positive relationships with journalists.

9. Ability to manage a varied workload, meeting tight deadlines.

10. Ability to plan and monitor own work in a team context, feeding regularly into a central planning grid.

**Communication skills**

11. Highly developed communication skills, including excellent written and presentation skills plus the ability to listen effectively and influence at all levels.

12. Strong and authentic selling skills and the ability to promote London Councils’ case with authority and enthusiasm.

13. Ability to analyse, interpret, present and discuss complex data and concepts with a wide variety of external audiences at different levels.

**Qualities**

14. Ability to command the respect of politicians and colleagues by providing efficient and timely work to a high standard.

15. Ability to work collaboratively and effectively as part of a team to deliver both individual and shared objectives.

16. Willing to carry out duties in accordance with London Councils’ equal opportunity policy, actively promoting equality, and preventing and overcoming disadvantage and discrimination.

17. The ability to receive instructions and carry them out effectively.

18. Highly motivated and enthusiastic with a "can do" mindset.

**Contractual obligations**

19. Members of this team are currently hybrid working, combining office and remote working, with an expectation to be in the office for set days each week, team awaydays and organisation-wide events. Occasional evening working is also required.

20. In general, and in particular when representing the London Councils at meetings, staff are expected to maintain a smart physical appearance.

21. Employees have a duty to behave in a way that reflects well on London Councils, working at all times within the law and according to London Councils’ policies, procedures and regulations, including the Data Protection Act.

**Note: This is a politically restricted post, under Section 2 of the Local Government and Housing Act 1989.**