

The closing date for completed applications for this post is **12 noon, Wednesday 8 May 2024**.

# Press Officer

*Job description, person specification and terms and conditions*

## Job description

### Grade and salary

Grade 8 £60,268 per annum including London Weighting rising incrementally to £62,382 per annum

### Job type

Permanent

### Hours

35 hours per week (open to job-share applications, happy to talk flexible working)

### Location

Congress House, London (at least 50% of working time to be office-based)

### Responsible to

Senior Press Officer

### Job purpose

To help achieve the TUC's campaign aims by securing media coverage for the TUC's priorities

## Job content

The press officer will:

- Develop and deliver media plans across print, digital and broadcast
- Answer queries, produce press releases, quotes and operational notes, and sell-in TUC stories
- Write opinion pieces and blogs in the name of TUC senior staff
- Work closely with the TUC's social team to amplify the TUC's priorities on our social channels

- Build relationships with policy staff to develop campaign executions illustrating the TUC's priorities
- Develop their professional understanding of the UK media and build relationships with journalists
- Evaluate TUC media coverage, and use that to improve how we work
- Ensure the TUC General Secretary and other leading figures have a high and positive media profile
- Advise and coach TUC spokespeople and produce spokesperson briefs
- Source, interview, write-up and brief case studies in support of campaigns
- Participate in cross-departmental project teams to deliver campaigns
- Perform any other reasonable tasks as determined by the head of CCD

## **Person specification - (E = essential, D = desirable)**

### Essential criteria

#### **Experience**

- Media relations in a busy press office OR journalism experience in a busy newsroom (E)
- Project managing media campaigns (D)
- Assimilating complex information (such as statistics or detailed policy briefings) and presenting it in a media-friendly format (D)
- Sourcing and supporting case studies (D)

#### **Skills**

- Outstanding writing skills (E)
- Ability to react fast to changing external environment (E)
- Excellent communication and interpersonal skills (E)
- Use of social media as part of media relations (D)
- Line or task management (D)

#### **Knowledge and understanding**

- Knowledge of the UK print, broadcast and digital media and existing relationships with a range of journalists (E)
- Understanding of key social policy issues for the TUC and of the political environment (E)
- Knowledge and understanding of trade unions (E)
- Campaigning (D)

#### **Personal qualities**

- Able to work collaboratively with colleagues (E)
- Able to take responsibility and show initiative when managing projects (E)
- Shows good judgement and political acumen (E)
- Commitment to equality, antiracism and the values of the trade union movement (E)

- Creative and imaginative in pursuit of media coverage (D)

**Circumstances**

- Able to regularly undertake out-of-hours media cover including weekend cover approximately one weekend per month, with time off in lieu (E)
- Able to undertake some overnight stays with appropriate notice (E)
- Live within commuting distance of Congress House (E)
- Able to work at least 50% of working time in Congress House on a rota to ensure office cover (E)