

### JOB DESCRIPTION

<b>JOB TITLE:</b>	<b>Press &amp; External Relations Officer</b>
<b>Location:</b>	<b>London Regional Office, Hendon</b>
<b>Grade:</b>	<b>7</b>
<b>Accountable to:</b>	<b>Regional Policy &amp; Operations Manager</b>
<b>Hours of Work:</b>	<b>UNSPECIFIED</b>

### MAIN DUTIES AND RESPONSIBILITIES

The main responsibility is to promote GMB positively in the media and ensure all GMB communications are accurate, relevant, and timely.

- The postholder is integral to our regional communications, working with Regional Organisers, Regional Press, Media & Campaigns Officer and the Regional Secretary to generate, distribute and respond to press coverage for GMB London Region.
- The post holder will work at all levels within the union to advance the GMB's industrial and political aims by integrating professional press work with GMB campaigns in order to have a positive impact on GMB issues, research and disputes

### SPECIFIC TASKS AND DUTIES

- Work to influence the Regional press agenda in order to achieve GMB industrial aims and strategy
- Pitch stories in order to proactively generate press coverage
- Draft press releases on GMB issues and campaigns and provide press and media support to London Region staff and Branches
- Draft quotes and press responses for the Regional Secretary, GMB Regional officers, branches and members
- Build and maintain press contacts across the broadcast, digital, print, regional and industrial press
- Condense reports and research into easy to convey messages
- Manage and maintain the Regional press contacts database

- Distribute Press Releases and ensure that the GMB Regional website is up to date and that all press information is also placed on appropriate social media
- Input Regional press activity into the National GMB Communications Grid
- Coordinate and devise press and campaign events and set pieces including preparation for GMB Congress and the setting up of and co-ordination of London Region press/media support during GMB Congress.
- Brief GMB Regional staff and the Regional Secretary as required
- Work with members and branches as required, to help them prepare for press appearances and to tell their story
- Oversee GMB Regional press monitoring
- Develop and deliver media and other complex specialist training to staff, branches and members from a wide range of backgrounds to ensure that the GMB profile is promoted positively
- Ensure that the relevant press software and specialist technical equipment is maintained

## **Other**

- Build relationships with a wide range of high-profile external providers to identify best practice campaign activities and tools that add value to GMB campaigns.
- Special projects and responsibilities as required by the Regional Secretary and Regional Policy & Operations Manager
- Proof reading and editing documents and posts
- Provide analytical information and statistical reports to the Regional Secretary or Regional Management Team on functioning and performance of our external media profile.
- Work strategically to monitor trends and impact to inform best practice across the Region.
- Being 'on call' to take media & press calls when required which will require out of hours work and to provide emergency design and communications support if issues arise which may require out of hours working.
- May be required to attend GMB Congress, Labour Party conference and TUC Congress in order to generate or respond to press inquiries.
- Work with the Press, Media & Campaigns Officer to co-ordinate video and film for national and regional events, building up the visual profile of the region through digital media.

- Work with the Press, Media & Campaigns Officer to manage regional Social Media and create and manage new media platforms that become available as technologies develop.
- Work with the Press, Media & Campaigns Officer to produce campaign materials in the house style
- Purchase of technical equipment and sundries on behalf of the Union as required by the role.

#### **ADDITIONAL TASKS AND RESPONSIBILITIES:**

- Working away from the office with occasional overnight stays
- Work at other offices as and when required.
- Attend and speak at meetings with the Regional Organising Team, Regional Committee & Council, Branch activists and Senior Officers

#### **PERSON SPECIFICATION**

The post holder is required to have an appreciation of what constitutes a 'news story', understand the rhythm of the newsroom, news gathering media and a knowledge of the range of geographically based and specialist media outlets and how to provide them with GMB press releases.

#### **The post holder should be:**

- Capable of working without supervision and demonstrate good initiative in dealing with anticipated problems and identifying solutions.
- Calm under pressure and able to juggle multiple competing demands
- Confident in selling stories to the press, becoming an instant expert in the subject at hand
- Creative and able to find angles, events and set pieces that stand out
- Committed to the aims and objectives of the trade union movement.
- Able to work regularly out of normal working hours and ability to adapt to off-site and outdoor working

#### **Skills**

- Excellent writing skills and an ability to put often complex situations or arguments into understandable language
- Good standard of oral and written communication skills and ability to create and distribute press releases from dictated material.
- Ability to use social and digital media to drive and respond to press coverage

- Digital literacy including videography and photography equipment and software
- Strong attention to detail and accuracy is a must, producing content that will be distributed to media outlets and online.
- Flexibility, adaptability, enthusiasm and the ability & willingness to embrace new technology and implement changes is essential.
- Team working with other members of the department, Regional Staff, Branches and within the activist base of the London Region is essential.

### **Knowledge**

- The ability to prioritise the workload and meet deadlines, often under pressure.
- Strategic thinking and ability to plan long term press strategy
- Expert understanding of how the media and news cycle works
- Expert understanding of all aspects of press management and generation
- Expert knowledge in how to structure press releases and content to achieve maximum pick up
- Good political judgement.
- Expert knowledge of who key journalist contacts are
- Expert knowledge of UK media outlets
- An understanding of the trade union movement, our aims and objectives
- An understanding of industrial disputes and how they work
- An understanding of the political landscape and how this impacts on the press work of the union.
- Understand how the use of press and media coverage supports the industrial work of GMB.
- To have a clear understanding of and help to deliver all elements of the GMB@Work Policy

### **Qualifications**

- Previous press experience essential
- Knowledge of a range of windows-based applications including Word, Excel and Outlook and the ability to use the internet for retrieving information.
- Good understanding of Adobe Acrobat, the ability to create, edit and manipulate PDF files is essential.
- Experience using Apple Mac desirable

- Ability to use design based computer packages, for example Photoshop.