

CROYDON COUNCIL

ROLE PROFILE AND PERSON SPECIFICATION

DEPARTMENT: Resources

DIVISION: Communications

JOB TITLE: **Media relations officer**

ROLE PROFILE

Job Title:	media relations officer
Department:	Resources
Division:	Communications
Grade:	Grade 11
Hours (per week):	36
Reports to:	Senior media relations officer
Responsible for:	n/a
Role Purpose and Role Dimensions:	<p>Providing high quality media relations support to the council including: advice on the best way to communicate the organisation's message through the media and social media; planning media strategies and delivering high-quality accurate and engaging targeted media activity; protecting, defending and enhancing the councils reputation through sound advice and media handling; working across broadcast, print, digital and social media to promote positive activity; producing and ensuring accurate high quality copy for the councils key communications channels and publications.</p> <p>Advising members and senior council officers on all aspects of media relations.</p>
Commitment to Diversity:	<p>The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.</p>
Key External Contacts:	<p>Members of the public and community groups, media organisations, journalists and editors, other local authorities, other media press and PR officers partner organisations, London Councils, Local Government Association, professional bodies, suppliers of goods and services</p>
Key Internal Contacts:	<p>Members including leader of the council , Council management team including chief executive and corporate directors,</p>

departmental management teams, communications and engagement team, council solicitor and external legal counsel

Financial Dimensions:

Responsible for managing project budgets and monitoring contractual payments and ensuring delivery of services purchased, such as photography or advertising.

Key Areas for Decision Making:

Prioritisation of own workload and that of other media officers
Advising on media handling - ensuring that cabinet members and chief officers understand the implications of responding in certain ways.

Other Considerations:

Politically restricted post, ability to work occasionally outside of core hours, including evenings and weekends, such as attending council meetings.
The role is part of an on-call rota for the out-of-hours emergency press phone

Is a satisfactory disclosure and barring check required?

No

[\(click here for guidance on DBS\)](#)

What level of check is required?

Is the post politically restricted

Yes

[\(Click here for guidance on political restriction\)](#)

Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974

[\(Click here for guidance on ROA \)](#)

No

Key Accountabilities and Result Areas:

Key Elements:

Principal areas of responsibility

Providing expert advice and

guidance on how to best convey news stories (positive and negative)

To create and sub-edit a wide range of written media and communication materials including news releases and statements, briefing documents and key messages, email bulletins and digital content.

To ensure a forward plan of media opportunities and risks is in place against the key strategic communications priorities

To identify and deliver a forward plan of national and regional media opportunities via press interviews, briefings, media releases, case studies.

To meet targets of positive press coverage as set by the head of communications

To be proactive and astute in highlighting to departments the potential implications in the decisions they are making.

Provide early warning of issues that could harm the council's reputation and provide sound advice on the best way to handle.

To work closely with chief officers and cabinet members on key issues, advising on all aspect of media relations activity incl. strategies, statements, press releases, briefings, key messages etc.

To work across digital and social media channels as well as traditional media, and to ensure the contacts database is up to date

To build and maintain excellent working relationships with the media and to help build those relationships between elected members and senior officers.

To ensure effective partnership working, fostering key relationships across the council and externally

To support the delivery of a best in class media function ensuring the council is seen as a highly effective, innovative and well-led organisation

Corporate responsibilities

To be a positive ambassador for the council and Croydon, promoting Croydon in a positive light by creating opportunities to enhance the council's image and reputation.

To help support and achieve the council's renewal plans to improve how we work together to deliver excellent value for money services, while living within our means.

To champion, promote and demonstrate the council's inclusive values in all aspects and areas of the role both within the service and across the council.

To provide a visible commitment to improving customer and staff satisfaction and continuous improvement across all services.

Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with departmental procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages

for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

Person Specification

Job Title:	Media relations officer - communications and engagement
Essential knowledge:	<ul style="list-style-type: none">• Professional communications or journalism qualification (eg NCTJ) - or the equivalent measurable, successful experience.• Up to date knowledge of best practice in media law and the DCLG publicity code of conduct.
Essential skills and abilities:	<ul style="list-style-type: none">• Working knowledge and understanding of the full range of communication channels and how to use them effectively to generate positive coverage and messages• Demonstrable knowledge and experience of developing and implementing media strategies, statements, briefings and campaigns• Outstanding communications skills - with experience of conveying messages effectively to diverse audiences• Proven ability to influence at all levels of an organisation and able to constructively challenge• Proven ability to provide clear and unambiguous advice on complex issues and not use jargon• Good level of ability to process and analyse a broad range of data quickly and effectively, and excellent attention to detail• High level of resilience - able to prioritise workload and handle competing priorities and demands
Essential experience:	<ul style="list-style-type: none">• Highly creative and innovative and experienced in using digital channels and social media as well as traditional media outlets to promote positive messages• Proven track record in media and public affairs with a good understanding of how local, regional and central government works• Strong political acumen, with experience of working in highly-politicised environments.
Special conditions:	<ul style="list-style-type: none">• Sometimes required to work outside of core business hours, including evenings and weekends.• Expected to attend meetings and conferences outside the borough.• This role is part of an on-call rota handling media enquiries meaning occasional out of hours work is required.