

Job title: Senior Communications Officer (Media Relations)

Directorate: Communications and Research

Team: External Communications

Responsible to: Media relations and communications manager

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Please note that we use flexible job descriptions for roles in our external communications team, which work across both public affairs and press roles. You should refer to the job advert for details of the specific activities and responsibilities connected to this post.

## Overall purpose of the post

To lead and contribute to the delivery of communication projects and functions, ensuring that we are communicating in a way which engages our audiences and exploring ways to be more innovative and effective. Work could fit both press and public affairs disciplines depending on the individual's existing experience, development objectives and the Commission's requirements.

## Main responsibilities

- To lead, coordinate and deliver external communications activities to support organisational activity and priorities. This may include:
  - Preparing comprehensive handling plans that ensure key stakeholders are targeted through a range of mediums – press, public affairs and via social media.
  - Drafting to a high standard copy for press releases, comment pieces and features; media and Parliamentary briefings; and Parliamentary correspondence.
  - Writing and maintaining project documents, monitoring project deliverables and dependencies.
  - Evaluating activities and reporting on key performance measures.
  - Anticipating issues that will affect delivery, escalating and recommending solutions where necessary
- To deliver core communications functions including making day-to-day decisions. This may cover: writing content for the Commission's websites and social media channels; responding to national and local media enquiries; working in partnership with external organisations; delivering internal communications activities; and managing the production of corporate publications.

- To build effective working relationships with internal stakeholders and to liaise with other teams across the Commission – including campaigns, research, electoral administration and political finance regulation – to ensure effective and timely contributions to work.
- To build effective working relationships and maintain an understanding of a wide range of external stakeholders, including senior national political journalists, Parliamentarians and their staff, staff in wider partner organisations across the UK.
- To research and implement new approaches to communications work, to maximise impact and effectiveness.
- To provide timely and accurate financial information where required, ensuring adherence to the Commission's value-for-money approach.
- To provide general support as required to senior staff such as the relevant line manager, head of team and director.

### **Additional details**

The post-holder is expected to be an authoritative owner of work within their brief, able to juggle conflicting requirements of different stakeholders and to use influencing and negotiating skills to achieve outcomes that meet the Commission's objectives.

The ability to build relationships and to speak authoritatively on behalf of the Commission is important at this level as is solving problems effectively, using judgment and thinking creatively.

The post-holder is also expected to contribute communications and project management expertise to the Commission's work more widely, potentially outside of the Communications and Research directorate.

### **Key working relationships**

Depending on the specific brief for their role, the post-holder would work closely with:

- National and local journalists
- Westminster Parliamentarians and their staff
- Local authority elections and communications staff
- Central government, corporate, charity and other public sector organisations

## Person specification

Category	Requirement	Essential or Desirable
Qualifications	Good first degree or equivalent experience	Essential
Experience	A minimum of three years of experience working in a press / public affairs environment (in-house or agency)	Essential
	Experience of one or more of the following communications functions: press; public affairs; digital communications	Essential
	Experience of managing complex communications projects	Essential
	Experience of acting as an advisor to senior colleagues, including recommending solutions to problems and an appropriate course of action	Desirable
Knowledge and skills	Excellent written and verbal communication skills	Essential
	Excellent interpersonal skills	Essential
	Ability to write for a variety of audiences clearly and succinctly	Essential
	Ability to research, analyse and summarise complex material	Essential
	Good time management and planning skills	Essential
	Ability to build relationships with key stakeholders, including agency or supplier contacts	Essential
	Good IT skills	Desirable
	Knowledge of the government agenda for public sector communications, including approach to evaluating communication projects	Desirable
Personal qualities	Ability to solve problems proactively and use initiative to work out the best solution	Essential
	Ability to juggle different tasks and prioritise workload effectively	Essential
	Ability to take full ownership of a project or function and work without close supervision	Essential
	Excellent attention to detail, thorough and methodical	Essential
	Innovative and creative	Essential