

Job Description: Senior Media Relations Officer

Reports to: Head of News & Internal Communications

Directorate/Team: Communications/News and Internal Communications

Grade: Grade 4

Job Purpose:

To contribute to developing, implementing and driving forward the Local Government Association's (LGA) media relations activity to support, promote and improve local government

Core Accountabilities:

1. Contribute to the delivery of assigned projects and programmes within resource and budget allocations that deliver the LGA's Business Plan and help councils meet their challenges and priority outcomes.
2. Contribute to the development of networks and partnerships that are of value to the LGA and work to maintain a positive reputation for the LGA with local authorities, central government, partners and stakeholders.
3. Arrange meetings and produce papers and follow up actions as required.
4. Work as part of a team, contributing towards building a culture of flexible and collaborative team working to ensure that the LGA meets its business objectives and responds effectively to new or changing requirements.
5. Model the LGA's values and work in accordance with health and safety, equal opportunities and environmental policies.
6. Undertake any other duties and responsibilities appropriate to the post.

Specific Accountabilities:

1. Support the Head of News & Internal Communications in identifying, setting and promoting media priorities for the LGA and ensuring that the News and Internal Communications team is established as the first port-of-call for media queries on both LGA issues and general local government-related subjects.
2. Liaise effectively and pro-actively with relevant external contacts including leading journalists, commentators and opinion-formers, across both sectoral and national media outlets.

3. Develop particular expertise in several subject areas - as discussed and agreed with the Head of News & Internal Communications, and through the development of close working relationships with a range of LGA colleagues, and relevant outside organisations. Also, serve as a media spokesman on these issues, as required.
4. Support the Head of News & Internal Communications in increasing the media and public profiles of the LGA's senior executives and non-executives. Also, provide counsel on media relations issues to the LGA's senior executives and non-executives, as required.
5. Liaise closely with LGA colleagues - including the Campaigns & Public Affairs, Member Communications, Events, Web and Policy teams to help ensure that all media and public relations opportunities are identified and appropriately exploited (subject to, for example, Political Group consent).
6. Ensure that the News and Internal Communications team's services to member councils are provided to high and improving standards of efficiency, quality and timeliness, and carry appropriate LGA branding.
7. Ensure that the News and Internal Communications team offers advice and support to member councils - enhancing their ability to, for example, participate in LGA campaigns and handle crisis communications.
8. Enhance the impact of the News and Internal Communications team by: ensuring that services within the remit of the post are delivered effectively and efficiently; and handling all resources in ways which maximise the value-for-money secured by the LGA on behalf of its members.
9. Undertake occasional out-of-hours duties, as part of a media team roster, to help provide a seven-day-a-week service to the LGA, member councils and media stakeholders.

Relevant Contacts:

Local Authorities

Portfolio holders and other lead members

Senior Officers

Sector experts/professional bodies

Central Government Departments

Civil Servants

LGA

Lead members

Programme Heads

LGA Strategic Managers

Other

News agencies

National, regional and media

Person Specification: Senior Media Relations Officer

Qualifications	<ul style="list-style-type: none"> • Relevant professional or academic qualification, or able to demonstrate significant practical experience. Membership of a relevant professional body would also be beneficial
Knowledge and experience	<ul style="list-style-type: none"> • Significant relevant experience, gained through working successfully in a media relations or corporate communications capacity - including a proven ability to contribute positively to an effective, efficient and proactive external relations team. • Evidence of success in significantly and positively influencing media coverage - across both sectoral and national outlets - in, ideally, the local government field or a comparable sector. • Experience in aligning media planning to lobbying and campaigning positions across a range of public policy areas. • Experience of budget management - preferably in a media, communications or corporate affairs context. • A good understanding of local government issues, and the interface between local authorities, the media and the public. • Appreciation of the need to ensure appropriate and consistent messaging, and how to do so.
Skills & abilities	<ul style="list-style-type: none"> • Excellent written skills, with the ability to accurately summarise and convey complex information. • Excellent oral and influencing skills, with the ability to give clear advice on procedural issues. • Political sensitivity, with the ability to exercise discretion, judgement and confidentiality when dealing with politicians and officers at every level, and to demonstrate political neutrality at all times. • Good interpersonal skills, with the ability to deal with members, other clients and colleagues with courtesy, tact and sensitivity. • A demonstrable commitment to customer care. • Excellent organisational skills, with the ability to prioritise work to meet deadlines, and a concern for order and accuracy • Excellent IT skills, including Word, Excel and PowerPoint with the ability quickly to learn new packages as required. • Ability to work as part of a team and to support others. • Flexible approach to work, with a keenness to adapt to meet changing work requirements • A positive, “can do” attitude