

**MEDIA & PUBLIC RELATIONS OFFICER (JL012016)**  
**for Jean Lambert, Green MEP for London**

**JOB DESCRIPTION**

Job Title:	Media & Public Relations Officer for Jean Lambert MEP
Job Purpose:	To raise the public profile and develop the communications networks of Jean Lambert MEP
Reporting to:	Jean Lambert MEP or her Constituency Co-ordinator as arranged
Based:	London office, but with some travel to Brussels, Strasbourg and other UK locations as appropriate
Contract:	To end of 2016, subject to probationary period
Salary:	£30,000 (inclusive of London Weighting)
Hours:	35 hours per week, some flexibility in timing is required due to the Parliamentary calendar. Some evening and weekend work will occasionally be required, for which there will be time off in lieu. Some availability as an out-of-hours media contact will be required

**KEY RESPONSIBILITIES**

1. Develop, monitor and deliver positive public profile for Jean Lambert MEP: to develop and refine a communications strategy for this purpose. This will involve a sound grasp of Jean's work in the European Parliament and her London region constituency and the key issues on which she works.
2. Achieve excellent media coverage for Jean by identifying, packaging and targeting stories, researching and writing features, comment articles and broadcast proposals, organising press conferences, writing press releases.
3. Proactively build strong relationships with key journalists, briefing them directly about Jean's work. Pitch to journalists/media outlets for content and broadcast interviews.
4. Monitor key publications, draft letters and press releases for publication in them where appropriate.
5. Develop close working relationships and effective on-going liaison with the Media Officers of other UK Green MEPs Keith Taylor and Molly Scott-Cato, the media office of the Greens/EFA Group in the European Parliament and the relevant media personnel of the Green Party at national level and within the London Region.
6. Develop existing and new networks of organisations around Jean's specialist areas of activity and interest for external communications purposes. This will include arranging events, visits and speaking opportunities in co-operation with other staff.
7. Provide an out of hours media contact point as necessary.
8. Provide support, advice, strategic and tactical guidance to Jean and other staff on the media environment, and how to work effectively with the media.

9. Co-ordinate, maintain and manage Jean's website, with editorial responsibility for the site. Direct responsibility for uploading press releases and maintaining other sections in liaison with, and delegating to, the MEP's Constituency and Parliamentary staff where agreed.
10. Develop Jean's social media and other electronic presence, increasing Jean's reach and impact via Facebook, Twitter and other social/electronic media as appropriate. Produce and disseminate Jean's regular e-newsletter.
11. Manage production of MEP publications and other promotional materials for external audiences, including the production of content where appropriate, in close liaison with the other MEP Media Officers/teams for joint projects. This will include liaising with designers and printers to agreed deadlines and budgets.
12. Build up a good knowledge of the London region, maintaining a shared database of media and other contacts.
13. Being responsible for administering any work expenses in line with staff policy and in communication with the line manager and staff member responsible for finance: to operate within available budget.
14. Other duties which may be appropriate from time to time.

### **PERSON SPECIFICATION**

#### **Essential**

- At least two years' operational experience as a journalist, media or public relations officer. Proven track record of achieving media coverage in a variety of outlets, such as local, trade, regional and national print and broadcast media.
- Experience of writing for, and producing, publications.
- Experience working with online media including a high level of social media proficiency, creating newsletters and website content management, using systems such as WordPress and Mailchimp.
- Proven excellent communication skills, written and verbal and excellent telephone manner. Ability to find and summarise new, complex information quickly and succinctly.
- Sound strategic thinking, political and planning skills including ability to prioritise workload under pressure, set and meet deadlines and work on a number of projects simultaneously.
- Proven understanding of, and commitment to, Green politics; not a member or active supporter of another political party.
- Sound understanding and experience of European institutions and how they work – ideally including the European Parliament.
- Strong networking and interpersonal skills.
- Administrative self-sufficiency including sound office skills (eg. maintaining filing system, spreadsheets). Excellent computer skills, including word-processing, email, internet.
- The ability to be both a self-starter and to work well as part of a team.
- Proven reliability and experience managing projects and budgets.
- Understanding and respect for confidentiality and data protection issues as related to your work.

#### **Desirable**

- Experience working in a political environment.
- Excellent understanding of the London and national media environment.
- Personal contacts in the media, and the proven ability to improve and increase those contacts.
- A knowledge of London's regional and local government and London/UK NGOs and community groups. A personal enthusiasm for London.