| **Job title** | Press Officer/ Media Officer | **Grade** | Higher Executive Officer/ IO  |
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| **Department** | (dept to insert) | **Reports to**  | Senior Executive Officer/ SIO |

| **Job outline**  |
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| **About the department**(Organisation to insert their own text describing the size/shape/purpose of their department and where possible a specific mention of where this role sits in the comms team)**About the role**Government press officers handle many of the news stories you read, watch, listen and react to every day. Working in a media team within Government Communications is an exciting, inspiring opportunity that will challenge and develop you as a professional communicator. You will be operating at the very heart of government, helping to shape news coverage on issues that affect everyday lives.One of the main aspects of your role will be responding to incoming queries from the media and participating in the round-the-clock duty rota. This will involve proactively monitoring for breaking news and coverage that might require correction or clarification, providing swift and effective responses to requests for comment and keeping the department abreast of developments. To be successful in this role, you will be confident in turning complex information into clear content that resonates with diverse audiences. You’ll be responsible for developing innovative communication plans across multiple platforms, beyond traditional print and broadcast media, working creatively with colleagues on digital and social media channels to reach different audiences. An essential part of this role is collaboration, and you will work closely with ministers, communication professionals and other stakeholders to create clear communication strategies and finalise messaging. **About Government Communications**By joining a communications team, you will become a member of Government Communications, a well-established profession of communicators working in government departments, agencies and arm’s-length bodies. You’ll benefit from continuous professional development from our new learning and development curriculum, a network of skilled communicators sharing best practice, mentoring opportunities, and much more!Visit our [careers page](https://www.civil-service-careers.gov.uk/professions/working-in-communications/) for more information on how becoming a part of the Communications Profession can support your career and development.For our top tips on how to write your application, please take a look at our [recruitment top tips for candidates guide](https://gcs.civilservice.gov.uk/career/recruitment-guidance/recruitment-top-tips-for-candidates/) and the Civil Service careers publication, [a candidate’s guide to artificial intelligence (AI) in recruitment](https://www.civil-service-careers.gov.uk/artificial-intelligence-and-recruitment/)  |

| **Key responsibilities** |
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| We are looking for motivated and creative individuals to join us and embark on an exceptional career in government communications.Your key responsibilities will include:* Reactive media and press management – managing breaking stories, drafting and providing timely lines to take and accurate information to journalists, and keeping the department updated.
* Proactive media handling – drafting proactive press releases and communications handling plans that tells the government’s story in a clear and succinct way. You will work with policy colleagues and Special Advisers to agree key messages and plans to maximise ministerial time, including on visits.
* News management – the ability to quickly spot both potential problems but also opportunities to insert a government voice positively.
* Digital communications - helping government create, shape, share and exchange

information through online and virtual networks.With the support of an experienced network of peers and a strong focus on professional development, you will develop skills in line with these areas. |

| **Person specification**  |
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| Government Communications is determined to ensure that the profession is representative of the audiences we are communicating with and welcomes applications from the widest range of people of different backgrounds, cultures, and experiences as well as those who have caring responsibilities. You can find out more by visiting: <https://gcs.civilservice.gov.uk/career/> |
| **Essential criteria*** Excellent understanding of the national news agenda, including outlets spanning consumer and trade audiences as well as the nations and regions.
* Political judgement, strong news judgement and excellent understanding of the social media landscape.
* Excellent verbal and written communication skills - producing high quality written content such as press releases, op-eds and briefings, for a range of different stakeholders and audiences.
* Proven ability to distil large amounts of complex information into clear key messages suitable for specific audiences.
* Strong organisational and planning skills, comfortable managing multiple priorities and working to tight deadlines.
* Strong networking skills with confidence in building and maintaining a network of internal and external contacts, including journalists.
* Strong team collaboration skills, working effectively as part of a team, contributing to shared goals, supporting colleagues and fostering a positive team environment.

**Desirable criteria*** Experience of working either in a journalism/media/press office environment will be an advantage, although we are open to a range of backgrounds.
* Ability to plan communications strategically and long term, based on insights and always ending in solid and honest evaluations.
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| **Behaviours**  |
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| We will be assessing you on the following behaviours, which link to the [Civil Service Success Profiles](https://www.gov.uk/government/publications/success-profiles/success-profiles-civil-service-behaviours):* Communicating and influencing
* Delivering at pace
* Seeing the big picture
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| **Technical skills**  |
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| We'll assess you against these technical skills during the selection process:\*\* The current competency framework is in the process of being updated with a new skills and behaviour framework, that will be launched in 2025. Guidance on how to use this across Government Communications job descriptions will be shared with hiring managers when available. |