| **Job title** | Senior Press Officer / Senior Media Officer | **Grade** | Senior Executive Officer/ SIO  |
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| **Department** | (dept to insert) | **Reports to**  | Grade 7  |

| **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**As a Senior Press Officer within Government Communications, you’ll be at the forefront of shaping public understanding of government policy and initiatives.You will be operating at the very heart of government, helping to shape news coverage on issues that affect everyday lives.You’ll be part of a dynamic and collaborative team that responds to breaking news, manages crisis communications and proactively shapes the government's narrative on key issues. This role requires someone who can build strong relationships with journalists and stakeholders, work effectively with ministers and senior officials, and lead teams through challenging situations. A round the clock, duty rota, including some evening and weekend work is integral to this role. Combining strategic thinking with hands-on media engagement, you will craft and deliver communication strategies that bring government policies to life. Working in a fast paced environment, you’ll translate complex policy decisions into clear, compelling stories that resonate with diverse audiences across traditional and digital media channels. Curiosity about how people consume and share news across different platforms will be key.One important aspect of the role is line management responsibilities and you will likely have at least one Press Officer reporting directly to you. As a result, you will need to be able to be ableto manage both your own and others’ workloads, juggling competing priorities to tightdeadlines. If you don’t have line management experience, senior colleagues will support thisarea of your development.**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!Learn more about how joining the communication profession can support your career and development by visiting the [careers page](https://www.civil-service-careers.gov.uk/professions/working-in-communications/).For help with writing your application, please take a look at the Government Communications [recruitment top tips for candidates guide](https://gcs.civilservice.gov.uk/career/recruitment-guidance/recruitment-top-tips-for-candidates/) and the Civil Service [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:* Lead on major proactive policy announcements and coordinate communications for high-level engagements.
* Create clear, engaging content that translates complex government policies for public understanding.
* Provide expert communications advice to ministers, special advisers, and senior officials on policy matters.
* Respond swiftly and accurately to breaking news stories and manage crisis communications.
* Monitor media coverage, rebut inaccurate stories, and protect departmental reputations
* Build and maintain strong relationships with journalists, stakeholders, and across government departments.
* Work closely with our digital communications teams to develop and deliver integrated media strategies that maximise reach and engagement.
* Manage and develop junior team members, providing leadership and supporting their growth.

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, experiences as well as those who have caring responsibilities. You can find out more by visiting: <https://gcs.civilservice.gov.uk/career/> |
| **Essential criteria:*** A track record of developing and leading creative, innovative and compelling proactive media moments, targeting a range of different audiences and often landing complex information.
* Senior stakeholder engagement: Able to deliver concise briefing, both verbal and written, to senior stakeholders with confidence. Able to gain the trust of, negotiate with and influence senior stakeholders, including ministers.
* 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 communication skills: Able to demonstrate outstanding written and verbal skills, and deliver clear and impactful messaging across a variety of platforms.
* Strategic and analytical thinking: Experience in using data and insights to inform strategies, whilst measuring the effectiveness of communications.
* Workload management: Good experience in managing conflicting deadlines, demonstrating prioritisation skills and effective time management.
* Collaborative working: A proactive team player with sound problem solving abilities, with an ability to interpret complex information and deliver clear and engaging content.

**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.
* Leadership and team management capabilities, including setting clear direction, supporting team members, and adopting an inclusive leadership style that values diversity and inclusion.
* Experience in developing and implementing systems or processes that ensure excellence and value for money in communications activities.
* Digital communication prowess: Understanding of digital channels, platforms, and content formats to grow and engage audiences, including skills in digital strategy and content creation.
* Experience of working collaboratively with digital communications teams to deliver integrated media strategies that reflect modern news consumption and ever evolving information-sharing patterns.
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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
* Working together
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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. |