**Eastern Region**

**JOB REF: R1/83**

**REGIONAL PRESS & MEDIA OFFICER**

**JOB DESCRIPTION**

Grade: 5

Hours: 35

Location: Chelmsford Office

Accountable to: Regional Manager

**OVERALL SUMMARY**

To work within the Regional Management Team helping to meet the aims and objectives of the Eastern Region by providing a co-ordinated engagement with the Eastern press and broadcasting media, develop and promote UNISON’s campaigns and provide press and broadcasting media support to staff and branches.

**KEY TASKS AND RESPONSIBILITIES**

Specialist/Technical

* To provide public relations support to the Region
* To identify opportunities to promote UNISON through all forms of media events
* To write materials for use in UNISON media and other communications
* To proactively engage and respond to media and other enquiries
* To train, develop and support staff and activists in communications and media skills
* To assist with material for the UNISON Eastern Region web site and associated new media and social media activity.

Communications/Co-ordination

* To provide advice and guidance to staff, activists and Branches, both verbally and in writing on media and press communications
* To co-ordinate UNISON engagement with the media across East of England and act as the usual first point of contact.
* To act as the Region’s media contact and liaise and co-ordinate activity with UNISON Head Office Press and Broadcasting Team.
* To respond to Press and Media enquiries from external bodies and to assist staff and branches/activists with these and respond to requests for assistance from National Press Office
* To liaise with staff at UK and Eastern Region level to ensure that priorities and current issues are addressed including compliance with protocols on communications
* To prepare and/or present briefings on materials produced in furtherance of Regional Campaigns or Industrial Disputes
* To liaise with employers and external organisations
* To promote, monitor and ensure compliance with UNISON’s aims, objectives and policy

Managerial

* To manage working time effectively to meet objectives within the timetable set
* To support and advise staff and activists involved in press and media activity including compliance with media protocols

Development/Strategic

* To contribute to the development of Regional Campaigns
* To contribute to the development of a media and communications strategy that promotes UNISON using the full range of media and communications
* To develop campaign, media and communications skills of staff and activists leading to effective campaigning at Regional and branch level

Administrative

* To create and maintain appropriate administrative and information systems
* To support Eastern Region Staff and Managers responsible for Press and Media communications activity

General

* Any other duties relevant to the key tasks and responsibilities identified above which are commensurate with the grade of the post.

**UNISON**

**EASTERN REGION**

**REGIONAL PRESS & MEDIA OFFICER**

**PERSON SPECIFICATION**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race, marital status, gender, sexuality, disablement or age. This Person Specification is designed to help members of interviewing Panels judge the qualities of the interviewees in a systematic and consistent way and in accordance with UNISON’s equal opportunities police. It is given to all job applicants for information.

Specialist/Technical

* Good public relations skills and experience with experience/skills in using information technology applications, including the use of social media for campaigning.
* Knowledge and understanding of political issues in the East of England
* Knowledge of and experience dealing with the media in including new media and developing opportunities.
* Knowledge and understanding of the trade union movement and UNISON policy including equality issues
* Ability to assimilate and analyse information

Communications/Co-ordination

* Ability to communicate effectively at all levels (internally and externally)
* Excellent journalistic written skills
* Ability to present information and ideas using all forms of media clearly and succinctly

Managerial

* Ability to organise and prioritise work under pressure
* Ability to work to deadlines
* Ability to develop staff and lay activists

Administrative

* Ability to create and maintain administrative systems
* Ability to undertake administrative and organisational activities relating to the work of the team

General

* Commitment to and understanding of aims and the objectives of UNISON
* Ability to work proactively on own initiative, including outside normal office hours
* Ability to adapt to varying requirements and situations
* Ability to contribute to team working
* Must be able to travel in accordance with the requirements of the job
* An understanding of and commitment to the principles of equality and democracy.