

UNISON - YORKSHIRE & HUMBERSIDE
REGIONAL DIGITAL AND MEDIA OFFICER

JOB REF: R13/113

JOB DESCRIPTION

Grade: 5
Hours: 35
Location: Leeds office
Accountable to: Regional secretary

OVERALL SUMMARY

To work within the management team, helping to meet the aims and objectives of the Yorkshire & Humberside region by working closely with local media, developing and promoting UNISON's campaigns and providing media support to colleagues and union branches.

KEY TASKS AND RESPONSIBILITIES

Specialist/technical

- Providing public relations support to the region
- Identifying opportunities to promote UNISON through all forms of print, digital and broadcast media
- Writing materials (including quotes, briefings, releases, letters, statements, posts, articles and speeches) for use in UNISON media and other communication work
- Proactive engagement with and responding to media enquiries, including providing out of hours cover
- Training, briefing, developing and supporting colleagues and others from across the union in communications and media skills
- Assisting with material for the regional website and social media activity.

Communications/co-ordination

- Providing advice and guidance to staff, union members branches, both verbally and in writing on the media
- Co-ordinating UNISON's engagement with the media in Yorkshire & Humberside and acting as the first point of contact
- Acting as the region's media contact and liaising with the union's national media team.

- Responding promptly to media enquiries and interview bids working with staff, members and branches and responding to requests for assistance from the national media team.
- Providing regular updates concerning regional campaign and media activities, sourcing case studies to highlight local and national campaigns, and developing an excellent relationship with media from across the region.
- Briefing colleagues on key messages and lines to take ahead of interviews with regional television and media outlets
- To liaise with staff at head office and across Yorkshire & Humberside to ensure that all media and communications materials are produced in line with the union's policies, priorities and current campaigns
- Preparing and presenting briefings on materials produced in connection with regional campaigns or industrial disputes
- Building good relationships with and liaising with employers and other external organisations
- Promoting, monitoring and ensuring compliance with UNISON's aims, objectives and policies

Managerial

- To manage working time effectively to meet objectives within the timetable set
- To support and advise staff and union branches about how to maximise the impact of the union's work through media and communications activity

Development/strategic

- To contribute to the development of regional campaigns
- To develop a regional media and communications strategy that promotes UNISON and its key messages using the full range of media and communications
- To develop campaign, media and communications skills of staff, members and union branches leading to effective campaigning

Administrative

- To create and maintain appropriate administrative and information systems, including a media contacts database
- To support colleagues and managers from the Yorkshire & Humberside region in all aspects of media and 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

YORKSHIRE & HUMBERSIDE REGION

REGIONAL DIGITAL AND 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, consistent way and in accordance with UNISON's equal opportunities policies. It is given to all job applicants for information.

Specialist/technical

- Two years' experience of media relations work, significant knowledge of the media in Yorkshire & Humberside
- Good public relations skills and an in-depth knowledge of
- Information technology applications, including the use of social media for campaigning.
- Knowledge and understanding of political issues in Yorkshire & Humberside_
- Knowledge and understanding of unions and equality issues
- Ability to assimilate and analyse complex, sometimes sensitive information

Communications/Co-ordination

- Ability to communicate effectively at all levels (internally and externally)
- Excellent journalistic written skills and good people 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 often competing deadlines
- Ability to develop staff and union members in branches

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 the aims and 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