

Junior Press Officer

Job details	
Directorate:	Membership and External Affairs
Department:	Public Affairs & Campaigns
Team:	Media and Public Relations
Grade:	Career Professional A
Reports to:	Media Manager
Line management responsibilities:	No
Location:	London

Role overview

The purpose of the role of the Junior Press Officer is to promote and protect the Law Society's reputation, profile and influence with its target audiences through broadcast, print, online and social media, as well as promote the value and standing of our members.

Core duties of the role:

The post holder will:

- Produce clear content from sometimes quite technical briefings and turn them into high quality press releases, articles, Q&As and op-eds
- Contribute to creative communications plans to support proactive stories on key campaigns
- Deal promptly and effectively with media enquiries to include providing well informed responses
- Contribute to the Press team's collating and reporting of metrics and contributing posts with press coverage to the Law Society's social media accounts
- Monitor and respond to breaking news

- Liaise with legal experts in the regions
- Carry out administrative duties, including helping to compile the daily news summary
- On a rota basis, provide Press Officer cover on evenings and at weekends
- A proactive approach to supporting a welcoming and respectful working environment for all colleagues

Skills and attributes:

Criteria (knowledge, skills and attributes)	Assessment stage
Good verbal and written communication skills	Application Form
Able to write engaging material, often about complex issues for both lawyers and consumers, with accuracy and attention to detail	Application Form
Able to gain trust of expert colleagues, engaging with them confidently in demanding or pressurised situations	Interview
A keen interest in media and public relations	Application Form
Proactive, multi-channel approach across different types of media like broadcast, print, online, national, regional and trade. Coming up with new and creative ways to generate coverage.	Interview
Ability to use initiative and to suggest creative or new ideas that have been well considered	Interview
Experience of identifying opportunities for news coverage using different communications channels	Interview
Able to appreciate the broader implications of communications decisions and policy decisions for the Law Society and profession	Application Form

Ensures communications plans align with the communications strategy and wider business plan	Application Form
Experience of using sound news judgement to be able to respond swiftly to breaking news stories, provide trusted media handling advice to senior colleagues and pre-empt or rebut negative coverage	Interview
Able to prioritise and organise workload with minimum supervision	Interview
A constructive and positive approach to workplace challenges	Interview
Ability to work under pressure, manage multiple priorities to tight deadlines and to recognise when to seek support	Interview
A good understanding of, and commitment to, equality, diversity and inclusion	Interview

Organisational chart

