

Junior Press Officer

Job purpose:

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 promoting the value and standing of our members.

Key Accountabilities:

- 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

Knowledge, skills and experience

Essential

- Good verbal and written communication skills. Able to write engaging material, often about complex issues for both lawyers and consumers, with accuracy and attention to detail
- Able to gain trust of expert colleagues, engaging with them confidently in demanding or pressurised situations
- A keen interest in media and public relations
- Proactive, multi-channel approach
- Able to use initiative and to suggest creative or new ideas that have been well considered
- Identify opportunities for news coverage using different communications channels
- Able to appreciate the broader implications of communications decisions and policy decisions for the Law Society and profession
Ensures communications plans align with the communications strategy and wider business plan
- 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
- Able to prioritise and organise workload with minimum supervision
- A constructive and positive approach to workplace challenges
- Able to work well and manage own wellbeing during busy and stressful periods of work, with the support of the Law Society as appropriate

<p>Desirable</p> <ul style="list-style-type: none">• A knowledge and interest in the legal world, politics and business• A knowledge of regional and local media in England and Wales• Contacts within regional and local outlets	
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Planning & Organising	Organisation Chart
<p>Dimensions</p> <p>Operating environment</p> <p>Financial responsibility</p> <p>Creative Responsibility</p> <p>Analytical Responsibility</p> <p>Location</p>	