

Junior Press Officer

Job purpose: To be part of the press office team enhancing the Law Society's reputation, profile and influence with its target audiences through broadcast, print and online media.

The focus of the junior press officer will be to develop contacts across regional media and deliver coverage to match a clearly set out series of goals.

Key Accountabilities:

- Contribute to the press team's collating and reporting of metrics and our management of the Law Society's Twitter feed.
- The role requires good writing skills – the ability to produce clear content from sometimes quite technical briefings and turn them into press releases, articles, Q&A and other PR documents
- Contribute to creative communications plans to support proactive stories on key campaigns such as the Law Society Excellence Awards
- Deal promptly with media enquiries, alerting colleagues and management where appropriate, formulating responses
- 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
- Once confident, take part in an out-of-hours press office rota at evenings and weekends (every five weeks, when the office is fully staffed).

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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, dealing with them confidently sometimes in demanding or pressurised situations.
- Interest in contemporary legal issues
- Proactive, multi-channel approach
- Able to use initiative and to suggest creative or new ideas with confidence.
- Identifies opportunities for news coverage using different communications channels.
- Able to appreciate the broader implications of communications decisions and policy decisions for the organisation 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 staff and pre-empt or rebut negative coverage.
- Able to prioritise and organise workload with minimum supervision, sometimes under pressure or dealing with high volumes of work.

Desirable

- 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

Dimensions

Location

- Chancery Lane

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