

# Green Party Job Description

## Press Officer



**Title:** Press Officer

**Reporting to:** Communications Manager

**Status:** Full time, fixed term

**Remuneration:** Negotiable.

**Location:** Working remotely until Covid-19 restrictions are lifted, working in the Green Party Head Office at 16/17 Suffolk St, Dublin 2 thereafter.

*Please note that this role will require flexibility for occasional weekend and evening cover. Some travel within Ireland may be required for press events.*

The Green Party is currently seeking to recruit an experienced person to join our growing communications team as press officer. Working closely with the Party's Communications Manager, the press officer will be responsible for assisting with day-to-day interactions with the media, press engagement, and composing and sending press releases conveying the Green Party's political positioning, policies, and public communications. The press officer will be a key point of contact with journalists and will work to ensure, maintain, and manage access to the media for the Party's representatives at all levels, across the country.

This role requires a broad range of skills and an ability to manage responsibilities well. The person should be highly flexible and adaptable to a fast-paced working environment and be willing to perform key tasks in other areas where needed, including but not limited to social media, internal communications and event management.

### **MAIN DUTIES**

#### **Press and Media:**

- Work closely with the Communications Manager to act as a key point of contact for the media.
- Develop and issue press releases and other relevant Party materials to the media, in conjunction with the parliamentary party, elected representatives, Party spokespersons and other relevant personnel.
- Develop, foster and maintain positive and effective relationships with the media.
- Work closely with Comms manager to promote the messages and enhance the profile of elected representatives at local and national levels.
- Work closely with Leinster House staff to ensure briefs for representatives are prepared and reviewed and consistent with Party policy in advance of media appearances.
- Organise press briefings and conferences and prepare related press kits.
- Monitor coverage of the Party in the media and prepare internal media reports, as requested.
- Provide guidance where needed for Party members on interacting with the press, including assisting in the organisation and presentation of media training.
- Liaise with and advise, where appropriate, spokespersons and other Party personnel regarding news developments, and contribute to Party responses to these.
- Maintain and update Press Office contacts, records and files.
- Ensure access to media resources is strategically spread across Green Party representatives.
- Contribute to increasing positive public awareness of the Party by proactively identifying potential communications or political opportunities that may arise from within or outside the Party.
- Proactively support the management of crisis communications.

## **Communications**

- Work closely with the Green Party communications team to deliver the Green Party's message, and that of Green Party representatives.
- Closely coordinate with the social media team on messages across platforms.
- Assist with photography and video coverage of press events.
- Copywrite for internal party communications as well as external channels such as online, social media and press statements.
- Support the monitoring and moderation of party communications fora.
- Maintain regular party newsletters and communications with members.
- Engage and assist with communication strategy development and messaging.
- Update press releases and related information on website.
- Other duties as required.

## **SKILLS AND ATTRIBUTES**

### **Essential qualities:**

- Excellent written and verbal communications skills with scrupulous attention to detail and experience of copywriting for online and/or print.
- Experience working in a press officer/senior communications role, and/or experience working with or in print, broadcast or online media, with an excellent understanding of the current media landscape.
- Experience in relationship management, especially with journalists.
- Experience in communications analysis, including media monitoring, identification of trends, demographic and audience segmentation.
- A proven ability to work well with multiple stakeholders in a diverse organisation.

### **Desired qualities:**

- Fluency in the Irish language
- Experience working for a political party, NGO or policy-oriented organisation.
- A demonstrable understanding of the Irish political system; including knowledge of Irish elections and political parties.
- An interest in the fundamental principles of the Green Party. (Green Party membership not required).
- Experience with Web publishing and content management.
- Experience across all key social media platforms.
- Some fluency in visual communications and familiarity with digital media design software such as Adobe Creative Suite.
- Understanding of online advertising platforms e.g. Google Ads, Facebook Ads.
- Experience with basic website content management.

### **Qualifications**

- A recognised journalism/communications qualification to NFQ level 7.
- At least two years' experience in a similar or complementary environment.

**To apply for this role, please email your CV and one page cover letter explaining why you meet the criteria for this role to [jobs@greenparty.ie](mailto:jobs@greenparty.ie) by Wednesday 20<sup>th</sup> January 2021.**

**The Green Party is an Equal Opportunities Employer. Applications from people from diverse backgrounds are welcome and the Party will provide reasonable accommodations for candidates with different abilities where appropriate, as identified through our needs assessment process.**