

Job title	Range	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Junior Press Officer	Range 4	<p>Qualifications</p> <p>Experience of working in a busy newsroom (journalism), press office (media handling) or digital newsroom / customer relations environment.</p>	<p>Supports the day-to-day operation of the Press Office, promoting the services, decisions, policies and priorities of the council in the media and on social media, both proactively and reactively.</p> <p>Provides a supporting role to promote the council’s reputation and provide professional advice to Cabinet and senior management. Helps ensure the council’s values and tone of voice speak across all our press office and digital communications activities and provides a direct link to stakeholders.</p> <p>The Press Office is managed between 8.30am and 5pm weekdays and provides an out-of-hours emergency media service, which the Junior Press Officer is involved with. This role also helps cover Medway Full Council and Cabinet meetings, which are held in the evening, to support the media and promote the council’s vision, values and priorities.</p>	<p>Required for this level</p> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>Degree or qualification in journalism or public relations (e.g. NCTJ qualifications, related degree or suitable alternative)</li> </ul> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>An understanding of the structure, responsibilities and policies of the public sector</li> <li>Good knowledge of writing for news articles and press releases</li> <li>Good knowledge of social media channels and how they can be used to increase engagement for organisations</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>Experience of working in a busy newsroom (journalism), press office (media handling) or digital newsroom/customer relations environment</li> <li>Good experience of using multimedia content online e.g. video or audio</li> <li>Using a variety of social media in a personal or professional context</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>Proficient in the use of Microsoft Word, Excel and Outlook</li> </ul>	<p>In addition to level 4A</p> <p><b>Qualifications</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>Stay up to date on best practice across media relations.</li> <li>A developing understanding of media law</li> <li>A developing understanding of Freedom of Information process in relation to the work of the press office</li> <li>Enhanced knowledge of writing and publishing effective media releases</li> <li>An understanding of the variety of corporate media channels used for corporate purposes.</li> <li>Detailed understanding of how to write in different formats</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>A minimum of 18 months experience of working in a newsroom or press office.</li> <li>Experience of proactive and reactive communications, including social media use, in a public relations context</li> <li>Starting to gain experience in handling crisis/emergency/reputational matters and media enquiries, with support from colleagues</li> <li>Experience of preparing senior members or staff for media interviews, providing advice on handling broadcast and print interviews, providing written briefings and support</li> </ul>	<p>In addition to levels 4A and 4B</p> <p><b>Qualifications</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>Continue self-learning in media relations and monitor trends across social media to benefit the work of the press office and communications team</li> <li>A deep understanding of media law and how it can be used to address sensitive media matters</li> <li>A solid understanding of how Freedom of Information requests are processed and how the press office is involved</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>A minimum of three years’ experience of working in a newsroom or press office</li> <li>Experience of delivering an effective social media campaign to boost engagement, and to support the council’s vision, values and priorities</li> <li>Experience of confidently being able to handle crisis/emergency/reputational matters and media enquiries, with little input required from others</li> <li>Consistently producing engaging videos, and able to</li> </ul>

				<ul style="list-style-type: none"> <li>• Full driving license valid for use in the UK and access to own transport for work purposes</li> <li>• Developed writing skills; able to write in different styles according to need and target audience</li> <li>• Video editing and filming</li> <li>• Planning skills to prioritise workload and outputs as necessary.</li> <li>• Adaptable and is able to deal successfully with unexpected problems or situations.</li> <li>• Ability to produce the very best coverage whether resulting from conversation or copywriting.</li> <li>• Always listens and responds to people in a helpful and polite manner.</li> <li>• Able to work in a service-style culture while retaining the independence and credibility to give good advice as to how to achieve the best outcome from the media and social media activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of evaluating local, national and specialist media activity and coverage and adapting approaches to media handling to achieve the best results</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Developed filming and editing skills.</li> <li>• Excellent writing skills to demonstrate positive results from writing in different formats.</li> <li>• Developed personable skills, show the ability to build trusting professional relationship with senior leadership team and Cabinet to provide advice on media response and digital work.</li> <li>• Developed presentation and communication skills to provide thorough briefings for video interviews.</li> </ul>	<p>support colleagues with filming opportunities.</p> <ul style="list-style-type: none"> <li>• Has written press releases which have secured wider than local area coverage – including national and trade</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Ability to provide effective, and largely unaided, support in a crisis/emergency/reputational matter and using their skills to issue consistent and accurate social media messaging in a timely manner.</li> <li>• Demonstrates highly developed media-writing expertise, producing press releases and briefings that achieve regional or national media coverage.</li> <li>• Demonstrates the ability to proactively identify and assess issues, projects or decisions with potential reputational impact on the council and the work of the press office.</li> </ul>
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