

JOB DESCRIPTION

Job title	Press Officer		
Department	Marketing and Communications		
Reports to	Head of Press		
Band	E	Salary	£24,945 - £27,945 plus excellent benefits

Overall job purpose:

In this post, you will join four other team members responsible for media relations - both reactive and project-led. You will be required to work both independently and collaboratively to deliver the departments media objectives. To achieve this you are expected to work flexibly in helping to communicate the organisations vision through departmental/business initiatives - including a regular programme of media events to promote newly released documents.

You will love news and have proven experience of working with national, regional and online media and a sound knowledge of their audiences. You will have excellent written skills and can grasp sometimes complex information to convert it into simple and accessible language. You will quickly develop an understanding of how The National Archives works as an organisation and identifying appropriate experts to brief and use as media spokespeople.

You are efficient and timely - recognising the urgency and need for a quick response. As such you may need to take sensible decisions about operational issues on your own and to explain your rationale clearly. In addition, you will possess excellent communication skills with an ability to deal with all media, Government departments, other stakeholders and staff at all levels in an appropriate manner.

Role & Responsibilities

Reporting to the Senior Press Officer, you will:

- Act as Press Office spokesperson responding to media enquiries on a day-to-day basis and brief experts/spokespeople on media handling for interviews.
- Generate positive publicity for The National Archives and the records it holds by initiating and developing contacts in national, regional and specialist press, broadcast and online media. Help raise the organisation's profile by running virtual/in-house media events to promote documents newly released under the Freedom of Information Act.
- Ensure that information related to new document releases is added to The National Archives' website in a timely and accurate manner and prepare text for loading using a web content management system.
- Write and distribute news releases and develop the Press Office's media contacts database.
- Develop and implement short and long term media strategies for specific National Archives projects and initiatives, in liaison with colleagues and other departments.

This includes identifying suitable media outlets, writing and distributing material, building relationships with journalists and responding to their related queries.

- Carry out media evaluation of media coverage on a project basis and report results to the Press Office team and to senior management.
- Share, with other Press Office colleagues, responsibility for organising and supervising visits by film crews, ensuring that best archival practice is followed at all times and maximising opportunities for achieving positive publicity for The National Archives and the records it holds.
- Share, with other Press Office colleagues, responsibility for distributing timely, daily press summaries that ensure senior management and relevant internal colleagues are aware of recent coverage and informed of relevant.

Person specification

Key:

- Proven experience of media communications, ideally in a similar role.
- Broad knowledge of all media and a strong news sense.
- Excellent oral and written communication skills.
- Excellent interpersonal and team working skills.
- Good organisational and planning skills.
- Ability to communicate complex information effectively to external audiences and key stakeholders and to win their support.
- Remains calm under pressure with ability to prioritise and work to tight deadlines.
- Accuracy and attention to detail; excellent proof reading skills.
- Computer literacy, experience of managing a database and using a web content management system.

Desirable:

- Experience of working in a government department.
- Experience of working with social networks and other internet based media channels
- Knowledge of and interest in British history/information technology.
- Relevant degree.
- Experience/knowledge of the cultural or public sector.

Health and Safety Risk Assessment

Normal office environment

Location	Kew, West London
Working arrangement	1 x Full time, Permanent 1 x Fixed Term Appointment for 6 months with the possibility of extension
Starting Salary	£24,945 - £27,945 plus generous benefits package, including pension, childcare vouchers, sports and social club facilities, onsite gym, subsidised staff restaurant and opportunities for training and development.
How to Apply	Please use the following link to download an application form: http://www.nationalarchives.gov.uk/documents/applicationform.doc and email it along with your supporting statement to careers@nationalarchives.gov.uk . Please quote reference number 1399 in the subject line.
Supporting Statement	Please explain how you meet each point on the person specification. You may draw on knowledge, skills, abilities, experience gained from paid work, domestic responsibilities, education, leisure interests and voluntary activities. Please note selection for interview will largely be based on the information you provide in this section. Please put your name and post applied for on each sheet.
For further information	Please contact the Recruitment Team on 020 8392 5203
Nationality rules	Applicants must be British or Commonwealth citizens with the right to live and work in the UK, or nationals of states of the European Union.
Closing date	Monday 22 nd February 2010 at midday
Interviews	Wednesday 3 rd March 2010