

JOB DESCRIPTION

Title: Press & Public Relations Officer

Grade: 5 Officer

Department: Policy & Communications

Section: Communications

Reports to: Assistant General Secretary (Policy & Communications)

Date: September 2026

Job Purpose

The press and PR officer works under the leadership of the relevant Assistant General Secretary and in coordination with senior staff is responsible for managing, supporting and delivering the press and public relations work of the union, including strategy, proactive promotion of the union, and other press, media and PR support as necessary across print and digital. To edit, write for and manage the union's bi-annual magazine, including commissioning freelancers and working with the in-house designer on production.

Main duties

1. To deliver the union's press/PR work, in coordination with other staff.
2. To provide communications support such as the writing of press releases and preparing comment.
3. To lead on production and editing of the Equity magazine, including producing content.
4. To pro-actively promote and build national/regional press and media connections including maintaining online databases.
5. To provide media training and support for Equity staff and members as and when required.
6. To respond to requests received on the Equity press email and phone from journalists, including some occasional out of hours work.
7. To generate press and PR strategies for Equity's industrial, political and equality campaigns.
8. To monitor and provide reports on Equity's coverage in the press and media.
9. To provide other reasonable press and PR support as and when required.

10. To work collaboratively with the communications team.

General duties

1. To be fully conversant with the union's IT system relevant to the post.
2. To be responsible for creating and maintaining an effective filing system.
3. To be able to track all written correspondence and respond to any complaints and enquiries.
4. There will be occasional evening and weekend work.
5. To undertake any other duties commensurate with the grade.
6. To maintain the confidentiality of information and abide by the provisions of the Data Protection Act.
7. To undertake all duties within health and safety regulations/policy.
8. To undertake all duties with due regard to the equal opportunities policies of the union.

Person Specification

Education/Qualifications

1. Good standard of education, including strong written English.
2. Relevant qualification or training in journalism, public relations, communications or a related discipline, or equivalent practical experience.
3. Commitment to continuing professional development in media, communications and digital practice.

Experience

1. Experience of writing clear, accurate and persuasive copy for press, digital and member audiences.
2. Experience or understanding of handling media enquiries, drafting press releases and preparing briefings or comment at pace.
3. Experience of building productive relationships with journalists, stakeholders and colleagues.
4. Experience or understanding of planning or supporting communications for campaigns, events or reputational issues.
5. Understanding of trade union values, industrial relations, equality issues or democratic member-led organisations.

Skills & Approach

1. Excellent news judgement, writing, editing and proofreading skills, with close attention to accuracy and tone.
2. Confident communicator, able to advise colleagues and members and represent the union professionally.
3. Able to work calmly under pressure, manage competing deadlines and respond flexibly, including occasional out-of-hours work.
4. Strong digital, social media and IT skills, including the ability to monitor coverage and report on impact.
5. Collaborative, politically aware and committed to confidentiality, equality, health and safety and the aims of the union.