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| **Role title** | **Press Officer** | | | | | | | **Date** | | May 2021 | |
| **Reports to Title** | Head of External Affairs | | | | | | | **Version** | | 2 | |
| **DBS Disclosure Required:** | **Yes** | **v** | **No** |  | **Standard** |  | **Enhanced** |  | **Enhanced +** | |  |
| **Responsibility for End Results** | | | | | | | | | | | |
| ***Purpose*To protect and promote L&Q’s reputation by managing reactive media enquiries, producing high quality proactive media releases, and co-ordinating the functions of L&Q’s press office.** | | | | | | | | | | | |
| ***Key Responsibilities / Deliverables:*** | | | | | | | | | | | |
| **Main Accountabilities:**  List in order of priority, the major activities or functions necessary to achieve the job's end results.  The percentage of time spent on each of these should add up to 100%. | | | | | | | | | | | ***Time***  ***(%)*** |
| 1.   Support the delivery of the communications strategy, working collaboratively with the Head of External Affairs and other colleagues to enable L&Q to fulfil its corporate communication objectives | | | | | | | | | | | 20 |
| 2.   Provide reactive and crisis communications support, working with the Head of External Affairs to produce timely and appropriate responses under time pressures | | | | | | | | | | | 20 |
| 3.   Produce high quality media releases which effectively communicate L&Q’s key corporate messages to our various stakeholder audiences and promote L&Q’s brand and reputation. | | | | | | | | | | | 15 |
| 4.   Maintain a broad understanding of the housing sector and latest issues, and maintain appropriate relationships with key trade, local and national journalists in order to facilitate the effective promotion of L&Q. | | | | | | | | | | | 15 |
| 5.    Co-ordinate the administrative functions of L&Q’s press office, including media monitoring, maintaining press logs and producing detailed media analysis for Executive Group and other senior leaders. | | | | | | | | | | | 10 |
| 6. Support the delivery of high quality digital content, including social media | | | | | | | | | | | 10 |
| 7.   Act in a collaborative and supportive way at all times with other team members and L&Q people in a manner consistent with L&Q values and professional conduct | | | | | | | | | | | 5 |
| 8.           Ensure health and safety, regulatory & budget governance and compliance for areas under the job holder's control | | | | | | | | | | | 2.5 |
| 9.           Manage risks associated with areas under the jobholder's control. This includes personal responsibility for the accuracy and quality of any corporate material or communications collateral produced | | | | | | | | | | | 2.5 |

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| **L&Q Values** |
| These are our guiding principles. They describe how we deliver our mission and vision through our behaviours and actions. |
| **People** |
| * We care about the happiness and wellbeing of our customers and employees |
| **Passion** |
| * We approach everything with energy, drive, determination and enthusiasm |
| **Inclusion** |
| * We draw strength from our differences and work collaboratively |
| **Responsibility** |
| * We own problems and deliver effective, lasting solutions |
| **Impact** |
| * We measure what we do by the difference we make |
| **Other** |
| * Commit to supporting L&Q’s environmental policy and social mission * I will comply with all L&Q Health and Safety policies and procedures and commit to working towards best practice in the control of health and safety risks |