



## Press Officer - Job Description

You will be responsible for media relations - both reactive and project-led. You will be required to work both independently and collaboratively to deliver the LSA/GALLERY150 media objectives. To achieve this you are expected to work flexibly in helping to communicate the organisations vision through business initiatives - including a regular programme of media events to promote exhibitions and events.

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 LSA/GALLERY150 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.

### Responsibilities:

- 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 LSA/GALLERY150 and the exhibitions & events 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 new exhibitions.
- Ensure that information related to new exhibitions is added to The LSA/GALLERY150 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 media contacts database.
- Develop and implement short and long term media strategies for specific LSA/GALLERY150 projects and initiatives, in liaison with colleagues and other departments.
- 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 Vice-Chair Media and to senior management.
- Take responsibility for producing LSA Newsletter monthly

## **Qualifications:**

- 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.
- Commitment to social justice and the mission
- Excellent computer skills and proficient in excel, word, outlook, and access
- A demonstrated commitment to high professional ethical standards and a diverse workplace
- Excels at operating in an fast pace, community environment
- Excellent people manager, open to direction and +Collaborative work style and commitment to get the job done
- Ability to challenge and debate issues of importance to the organization.
- Ability to look at situations from several points of view
- Persuasive with details and facts
- Delegate responsibilities effectively
- Enthusiastic and passionate about Artists development and leadership
- Experience and willingness to learn and teach others
- Previous experience with all Microsoft Office applications

## **Additional Qualifications:**

- Good working knowledge of MS Excel (Mail Merge, forms, data sorting etc.).
- Initiative, vision and tenacity for sourcing and developing relationships for the LSA to grow in 2012 and beyond.
- Experience of working with social networks and other internet based media channels
- Relevant degree.