



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Senior Media Relations Officer

Department/Division: Grantham Research Institute on Climate Change and the Environment
Accountable to: Policy and Communications Director

Criteria	Evidence	E/D
1. Knowledge and Experience	Extensive experience working as a media relations officer in the public, private or third sector.	E
	Experience of building and maintaining relationships with print, broadcast and online journalists from specialist, regional and national media in the UK and overseas.	E
	Experience of proactively managing the national and international media profile and reputation of a major organisation or institution.	E
	Successful track record of writing and editing high quality media releases and of managing enquiries from journalists.	E
	Experience of pitching both news stories and features to the print, broadcast and online media in UK and overseas.	E
	Experience of managing a media contacts database.	E
	Experience of writing articles for the print and online media.	E
	Experience of monitoring and evaluating media relations activities.	E
	Understanding and knowledge of social science issues relating to climate change.	D



2. Communication	<p>Excellent English verbal communication skills.</p> <p>Excellent English writing and editing skills for high-quality media relations materials.</p> <p>Ability to accurately simplify and summarise complex technical information into accessible materials for journalists.</p> <p>Effective at communicating with people at all levels across an organisation.</p> <p>Ability to advise colleagues how to communicate with the media in writing and in interviews.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
3. Teamwork and Motivation	<p>Ability to work cooperatively with a wide range of staff at LSE and partner institutions.</p> <p>Ability to motivate research staff to engage with the media.</p> <p>Ability to work well within a small team and independently on one's own.</p> <p>Ability to identify and articulate one's own development and training needs.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
4. Planning and Organising Resources	<p>Ability to respond effectively under pressure and to tight deadlines.</p> <p>Ability to respond flexibly to changes in priorities.</p> <p>Ability to manage and prioritise one's workload.</p> <p>Ability to manage resources within a budget.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
5. Initiative and Problem Solving	<p>Skills in identifying and anticipating new opportunities to communicate and promote the work of the Institute and Centre through the media.</p> <p>Ability to manage conflicting priorities creatively and calmly under pressure.</p> <p>Proactive attitude to working with colleagues.</p>	<p>E</p> <p>E</p> <p>E</p>

E – Essential: Requirements without which the job could not be done.

D – Desirable: Requirements that would enable the candidate to perform the job well.