Communications Officer

Person Specification

We're looking for a talented, creative and motivated individual with excellent communication skills, strong digital content creation abilities and a good understanding of the modern media landscape.

The successful candidate will be a confident communicator who can bring forward ideas, work independently and take responsibility for producing high-quality content. They will be comfortable working across different communications channels and keen to develop their skills and experience as part of a busy parliamentary team.

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Essential Criteria

Communication and Creative Skills

- Excellent written communication skills, with the ability to produce clear, accurate, engaging and compelling content across a range of formats.
- Strong creative skills, with demonstrable experience producing digital content, including social media graphics and short-form video.
- Ability to film, edit and produce engaging video content suitable for different digital platforms.
- A good eye for design and visual storytelling, with the ability to create professional, engaging graphics and other communications materials.
- A firm understanding of the modern media landscape, including social media, digital communications and the role of traditional print and broadcast journalism.
- Ability to identify a good story, understand what makes it relevant and communicate it effectively through different channels.
- Ability to adapt writing style, tone and content to suit different audiences, platforms and purposes.

Initiative, Organisation and Judgement

- A proactive and creative approach, with the confidence to identify opportunities, suggest ideas and take the initiative.
- Ability to work independently, develop ideas and take ownership of tasks from initial concept through to completion.
- Strong organisational and time management skills, with the ability to balance competing priorities, manage multiple projects and meet deadlines.
- Good research skills, with the ability to understand unfamiliar subjects, identify relevant information and communicate it accurately.

- Sound editorial judgement, excellent attention to detail and the ability to recognise when information or content requires further checking or approval.
- Ability to work effectively in a fast-moving environment, responding to changing priorities and emerging developments.

Knowledge and Personal Attributes

- A genuine interest in current affairs, politics and the issues affecting local communities.
- Sympathy and understanding for the aims and values of the Labour Party.
- Strong interpersonal and communication skills, with the ability to build positive working relationships.
- Ability to work collaboratively and contribute positively as part of a small team.
- Professionalism, discretion and the ability to handle sensitive or confidential information appropriately.
- A willingness to learn, develop new skills, respond constructively to feedback and take on unfamiliar challenges.
- Ability to travel regularly across Warrington, occasionally to Westminster, and work some evenings and weekends as required.

Desirable Criteria

- Previous experience in communications, journalism, public relations, marketing, digital media or a related field.
- Experience writing press releases, newspaper articles, newsletters, media statements or other public-facing communications.
- Experience using creative and editing software such as Canva, VEED, Adobe Creative Cloud, Microsoft 365.
- Experience managing social media accounts, using content scheduling tools and analysing digital performance.
- Experience managing websites, content management systems or email newsletter platforms.
- Experience developing relationships with journalists, pitching stories or supporting press and broadcast media activity.
- Experience planning or producing digital advertising, direct mail campaigns, printed publications or other communications materials.
- Experience supporting communications campaigns, public events or community engagement activities.
- An understanding of the work of a Member of Parliament and the wider political environment.
- Knowledge of Warrington South and its communities.

- A full UK driving licence and access to a vehicle.

Experience and Qualifications

Previous employment in a political or parliamentary communications role is not essential, and no specific degree or qualifications are required.

We welcome applications from candidates who have developed their skills through a range of experiences, including employment, education, volunteering, freelance work or independent creative projects.

Candidates are not expected to have prior experience in every aspect of the role. However, they should be able to demonstrate strong existing creative and written communication skills, practical digital content production abilities and the initiative to make an immediate contribution.

We are particularly interested in candidates who can demonstrate their abilities through work they have produced, creative projects they have developed or examples that show their understanding of effective communications.

The successful candidate will be encouraged and supported to develop their skills across the full range of responsibilities, including press and media, digital communications, parliamentary campaigns and constituency engagement.