

Press & Media Officer

Role Description

Role Purpose

The Press & Media Officer leads Dorset NEU's external communications, ensuring the district has a clear, confident and effective public voice. The role manages press engagement, supports media responses, and helps promote Dorset NEU campaigns, events and achievements through appropriate communication channels.

Key Responsibilities

1. Media Relations & Public Representation

- Act as Dorset NEU's primary contact for local press and media enquiries.
- Draft and issue press releases on behalf of Dorset NEU where appropriate.
- Provide accurate statements, quotations and commentary relating to Dorset NEU campaigns, education issues and union priorities.
- Support the District Secretary in responding to urgent media requests or sensitive issues.

2. Promoting Dorset NEU Campaigns & Activity

- Publicise Dorset NEU campaigns, events and initiatives across press, media and appropriate communication platforms.
- Work with the Campaigns Officer and Organising Officer to align messaging and amplify district activity.
- Highlight the work of Dorset NEU members, reps and officers to raise the district's public profile.

3. Communications & Content Creation

- Support the creation of clear, accessible messaging for newsletters, statements, member updates and public communications.
- Help develop content that explains Dorset NEU's priorities in a way that is understandable to the public, parents and stakeholders.
- Assist with maintaining a consistent tone, message and narrative across Dorset NEU communications.

4. Monitoring Media Coverage

- Monitor local and regional media for stories affecting Dorset schools, colleges and NEU members.
- Share relevant articles or developments with Dorset NEU officers where appropriate.
- Identify opportunities for Dorset NEU to comment publicly on education issues.

5. Supporting Reps & Local Campaigns

- Help workplace reps understand how to promote local issues or campaigns safely and effectively.
- Provide advice on speaking to the media and managing public messaging in line with NEU guidance.
- Support reps in creating materials (e.g., posters, statements, newsletters) for workplace-level activity where needed.

6. Collaboration

- Work closely with the District Secretary, Campaigns Officer, Organising Officer, Equality Officer and other Dorset NEU officers.
- Liaise with the NEU Regional Press/Media team for guidance, support and sign-off on sensitive topics.
- Ensure Dorset NEU media activity aligns with NEU national messaging and priorities.

Skills & Attributes

- Strong writing and communication skills.
- Confidence in dealing with press enquiries and public-facing communication.
- Ability to produce clear, accurate and compelling messaging.
- Awareness of education issues and NEU priorities (or willingness to learn).
- Organised, responsive and able to work collaboratively.
- Commitment to NEU values of fairness, democracy and collective action.

Time Commitment

- Attendance at Dorset NEU meetings.
- Availability to prepare or respond to press/media communications when required.
- Engagement with NEU regional/national press guidance and occasional training.