

How to be a...

LOCAL PARTY MEDIA OFFICER.

What's the role?

The Media Officer communicates the local party's activities and achievements to the community. This helps develop the party's reputation, but crucially it tells voters what the local Liberal Democrats team is campaigning for. This means that when you canvass your voters, they may already have heard of your activities.

Channels for communication are the local party website, the social media channels of the local party and any of its prominent members, such as councillors, and the local and regional press in your area. The Media Officer should control and deliver a strategy for communicating with the public along all of these channels.

Key tasks

- Communicate any and all achievements as effectively as possible to members of the public in your area, across multiple communication channels.
- Work with the local party to [generate ideas and opportunities for media stories](#).
- Get the work that you're doing published in the local media by [writing and issuing press releases](#).
- Inform the press of events that they can report about, by [writing and sending operational notes](#).
- [Build and maintain good working relationships](#) with local and regional media.

Help & Support

- You can join the Liberal Democrats Local Party Officers [Facebook Group](#), to make contact and share best practice with other officers.
- To engage with the party's digital campaigners, join the [Lib Dem Digital Campaigning Forum](#), on Facebook.
- Follow the [Lib Dem Press](#) team on Twitter.

Skills & Attributes

The Media Officer is becoming an increasingly important role, as so many voters now choose to consume their information digitally. This role would suit somebody who:

- Has a strong understanding of multiple forms of communication.
- Has excellent written skills.
- Understands how information is consumed by members of the public.
- Understands how the media likes to present information.
- Has an eye for a story.
- Works well under pressure.