

LIBERTY

Recruitment Pack: Media and Communications Officer

Liberty is an independent campaigning organisation. At Liberty, we challenge injustice, defend freedom and campaign to make sure everyone in the UK is treated fairly.

We're seeking two experienced Media and Communications Officers to elevate our media and digital outputs as we deliver on an exciting [new three-year organisational strategy](#).

The two positions will have identical duties, responsibilities, salary and working arrangements. One post is permanent and one is fixed-term for 2 years. More details of how the roles will be allocated is included at the end of this document.

POSITION DESCRIPTION	
Position title:	Media and Communications Officer
Position reports to:	Media and Communications Manager
Employment status:	There are two roles- One Permanent and one 2-year Fixed Term Contract. Information on how the roles will be allocated is included at the end of this document.
Salary:	£43,918 (Q4 on the salary scale)
Hours:	35 hours per week, plus occasional out of hours work (for which TOIL is available)
Location:	Hybrid - 2 days a week in the office, Westminster, London
Closing date for applications:	9am, Tuesday 26 May 2026
Interview dates:	First Round- online- Wednesday 10 June 2026. Second Round- in person- Wednesday 17 June 2026.

About the team

Liberty's Communications function sits within the wider Communications and Engagement Team.

The Communications function tells people who Liberty is, what we do and how they can get involved. The team decides what Liberty says, to whom and how, helping shape the narrative of the media debate and influence decision makers by raising awareness of and winning support for our work – through the press, social media channels and our digital platforms.

The Communications function is currently made up of three roles (Media and Communications Manager, Media and Communications Officer, and Comms and Engagement Officer) and punches above its weight, securing thousands of media hits and millions of views on social media channels every year. This is an exciting new role that will cut across different communications disciplines as we look to expand our digital and media reach even further.

It is a passionate, talented and supportive function which works collaboratively across the organisation to lead Liberty's public-facing outputs on every campaign, legal case and project.

ROLE PURPOSE

Liberty and its supporters have been a force for fairness, dignity and respect in our society for more than 90 years. Our external communications are fundamental to everything we do. This role will play a pivotal part in engaging new and existing audiences as we deliver an exciting three-year organisational strategy.

Reporting to our Media and Communications Manager, the post-holder will work as part of a dynamic communications function, supporting the running of our busy press office and collaborating across the wider organisation. The Media and Communications Officer role will design and deliver proactive communications plans to grow our profile, influence public debate on key issues, and mobilise support for Liberty at a time when changing the narrative on human rights work has never been more important.

This is a great opportunity for a media and communications professional that thrives working in a dynamic environment and understands how to utilise different channels to maximise engagement with key audiences. You'll be part of a small and collaborative function where you'll be supported to work independently and encouraged to put your creative ideas into practice.

KEY RESPONSIBILITIES

Media liaison

- Create and deliver integrated proactive media strategies to support campaigns, legal cases, and projects using a range of tactics that secure coverage in earned media, and use social platforms to engage target audiences and help build Liberty's profile, influence and mobilise support.
- Contribute to the efficient and effective running of Liberty's 24-hour press office, acting as a first point of contact for media enquiries and participating in the out-of-hours on-call rota.
- Develop and build relationships with and regularly brief media contacts across national and specialist media.
- Deliver high-quality media outputs – including quotes, comment pieces, press releases and briefings.

KEY RESPONSIBILITIES

- Deliver training to Liberty staff and spokespeople as required as part of our internal spokesperson training programme.
- Coordinate interviews and background chats, and brief colleagues, clients and others for media appearances, ensuring they are supported throughout.
- Monitor news wires and breaking news and update colleagues on stories for Liberty input.
- Update colleagues regularly on coverage of Liberty work and news of interest.

Content creation

- Play a key role in the delivery of Liberty's social media strategy in order to build our online presence and engage different audiences.
- Consistently deliver high-quality content across our digital channels – including social media content, website content, video scripts, and content for Liberty's supporter magazine.
- Contribute towards populating the cross-organisational content calendar by providing consistent and high-quality content plans that help Liberty tell an inclusive story about the importance of rights and freedoms in everyday lives.
- Support with scheduling and monitoring content across social channels.
- Proof and edit content produced by other Liberty teams as required.

Website and brand

- Ensure that Liberty's website is kept up-to-date with accurate, relevant, and engaging content.
- Contribute to the maintenance of Liberty's image library.
- Contribute to ensuring our brand guidelines and visual identity are applied consistently across the organisation by offering support and guidance to other teams.
- As required, manage the commissioning of external design support to ensure high-quality and brand-compliant outputs.

Monitoring and evaluation

- Contribute to the monitoring and evaluation of Liberty's media presence, social media analytics and web stats, collating, analysing and reporting on results in a regular and timely manner, and using data to feed back against objectives and make suggestions for improvement.

KEY RESPONSIBILITIES

Wider team support and other duties

- Play an active role in effective cross team working to develop broader integrated communications plans, ensuring consistent messaging across press, website, social media and other channels across assigned areas/projects.
- Provide technical guidance around communications approaches, keeping up to date with changes, advising teams as appropriate, and implementing necessary changes.
- Develop and maintain strategic relationships with sector stakeholders with the purpose of maintaining an awareness of sector challenges, best practice and solutions, across assigned areas.
- Contribute to the Communication and Engagement team's and organisation's work on anti-oppression through feeding into the anti-oppression workplan and delivery of assigned tasks.
- Attend and participate in Liberty events as needed, including occasional duties outside of office hours.
- Perform other duties as required by Media and Communications Manager

SELECTION CRITERIA		Essential	Desirable
Technical expertise and qualifications	A minimum three years' experience in communications, public relations or related experience	✓	
	Experience of devising and delivering national media plans that have resulted in demonstrable coverage.	✓	
	Experience of planning and delivering high-quality digital content for different social media platforms and websites.		✓
	Experience of briefing senior spokespeople and high-profile individuals for events and media interviews.	✓	
	Experience of devising key messages to resonate with and influence target audiences and adapting messages across owned and earned channels.	✓	
	Experience of editing and updating websites using Wordpress or a similar content management system and/or experience of using basic graphic design software (e.g. Canva) to produce social media assets, and shooting and editing video content.		✓
	Experience of working in a press office or similar environment and dealing with media requests in a timely and professional manner	✓	
Competencies	Creativity: ability to maximise opportunities and plan creatively to reach and engage target audiences to secure impact.	✓	
	Proactivity: Ability to work independently, make judgment calls, and to use initiative in your work.	✓	

SELECTION CRITERIA		Essential	Desirable
	Collaboration: Ability to work collaboratively with Liberty colleagues, and build and maintain strong working relationships with journalists, editors, producers, content creators, and staff of other organisations.	✓	
	Learning and Reflection: A reflective and evaluative approach to work, diagnosing what works, what does not, and what needs to change	✓	
Values	Commitment to and understanding of Liberty's broad campaigning objectives, and its position as a cross-party, non-party organisation	✓	
	Commitment to Liberty's anti-racist, disability-positive, trans affirming status and to building a fair, compassionate and diverse working environment	✓	

Important information
<p>1. Application forms should be uploaded as a pdf document to the Job Board via our website Job Board with the job title as the subject no later than:</p> <p>9am Tuesday 26 May 2026. Applications received after the closing date will not be considered. We cannot accept CV's.</p> <p>2. You will receive an automatically generated response confirming receipt. If you DO NOT receive this response, please check your junk folder. Any questions or issues, please contact HR@libertyhumanrights.org.uk</p> <p>First round interviews are scheduled online on Wednesday 10 June 2026. Second round interviews will be held in person on Wednesday 17 June 2026. Details of the interviews will be confirmed by email.</p> <p>3. Applicants who have not been short listed will be notified by email. <u>Due to our limited resources, we are unable to provide feedback on applications.</u></p> <p>Interview panels will be made up of two to four people who will each ask the candidates questions. The questions are intended to allow you to expand on your application and to demonstrate to the panel how far you meet the essential and desirable requirements of the post. All candidates are asked a uniform set of questions (usually five or six) and may also be asked follow-up questions to clarify or expand on individual answers. At the end of the interview candidates will also have an opportunity to ask questions about the job, conditions of service, etc. Some of the questions will be sent to you in advance of your interview, although there will be some follow up questions based on the answers you give in the interview.</p>

Important information

4. Shortlisted candidates may be asked to complete a pre-interview or written task.
5. Once all interviews have taken place, shortlisted applicants will be contacted and informed of the outcome either by email or phone and offered the opportunity to receive feedback.
6. If you have a special requirement for completing the interview or a task due to a disability or connectivity reasons, please contact us at HR@libertyhumanrights.org.uk.
7. The two positions will have identical duties, responsibilities, salary and working arrangements. One post is permanent and one is fixed-term for 2 years.

How the roles will be allocated

We want to be open about our process from the start. All candidates will be scored on merit against the same criteria by the same panel. Following interview:

- The highest-scoring successful candidate will be offered the permanent role.
- The next highest-scoring successful candidate will be offered the fixed-term role.
- If the highest-scoring candidate would prefer the fixed-term contract (for personal or career reasons), we will discuss this at offer stage and allocate accordingly.

We will be transparent with each candidate about how the process has worked in relation to their own application, while respecting the confidentiality of other applicants. We welcome applications from everyone who meets the criteria.

8. You can find our privacy notice for job applicants [here](#).