



## 52 WEEKS MATERNITY COVER 2025

**Job Title:** Senior Campaigns & Communications Officer  
**Department:** Campaigns & Communications  
**Location:** London  
**Staff Group:** NUJ  
**Reports to:** General Secretary  
**Contract Type:** Maternity cover  
**Start Date:** ASAP  
**Salary:** £63,251.73  
**London Weighting:** £4,000  
**Working Time:** Full-Time, 5/days wk., 35/hrs wk. (including lunch)  
**Hybrid Working:** Min. 3 office & 2 working from home (up to 5 days office, if required)

### HOW TO APPLY

Complete the application form and send along with your CV, a covering letter and GDPR declaration to  
[Personnel@nuj.org.uk](mailto:Personnel@nuj.org.uk)

**Close of applications:** Noon, Friday 10<sup>th</sup> October 2025

Please note that incomplete applications and those received after the deadline will not be accepted.

National Union of Journalists  
Headland House  
72 Acton Street  
London  
WC1X 9NB

[Personnel@nuj.org.uk](mailto:Personnel@nuj.org.uk)  
[www.nuj.org.uk](http://www.nuj.org.uk)

The NUJ is an equal opportunity employer.

### FIXED-TERM MATERNITY COVER

#### JOB DESCRIPTION

#### SENIOR CAMPAIGNS & COMMUNICATIONS OFFICER

Based at the central London head office of the **National Union of Journalists**, the **Senior Campaigns & Communications Officer** will lead and line manage the work of the campaigns and communications department, covering all sectors of the Union to help promote the work and interests of the Union.

This role will have the following responsibilities:

- Plan, administer, organise and deliver NUJ campaigns
- Maximise positive media coverage of issues important to the union
- Provide articles, news releases, quotes and media briefings for the general secretary, assistant general secretary, NUJ officials and members
- Respond to media queries in a timely manner in line with union policy, liaising with union officials where required.
- Ensure that the Union's website:
  - reflects current union priorities
  - is regularly updated
  - remains a key tool for delivering the union's communication and organising priorities
  - attracts new recruits
  - encourages members to engage in union activities
- Create varied, engaging content to relay the union's messages and campaigns across all relevant social media platforms developing and expanding the union's presence.
- Provide communication support to the Union's industrial and geographic sectors to ensure a consistent and effective approach.
- Ensure that the Union's geographic diversity and work across the UK and Ireland is properly reflected in all aspects of our communications.
- Line management responsibility of the Campaigns and Communications Officers, ensuring appropriate oversight of tasks, demonstrating leadership, providing guidance and approval
- Lead the department's coordination with sectors across the union on recruitment initiatives
- Lead coordination and drive of the Union's work in parliament, including:
  - liaison with politicians
  - the union's parliamentary liaison contact
  - ensure the cross-party group works effectively
  - draft appropriate briefings and strategy papers
  - monitor committees and debates
- Prepare the Union's responses to consultations, whilst ensuring they are researched and submitted in a timely fashion, using all opportunities to pursue and advance the NUJ's policies and strategic priorities.
- Lead the department's work with members, lobby groups, governments, employers and other external partners to advance the Union's agreed priorities and campaigns.
- Produce and develop editorial content, writing and commissioning as required, including:
  - NUJ Informed
  - NUJ Active
  - NUJ Branch
  - opinion pieces and articles on behalf of the General Secretary or officials as required.
- Enhance communication between the Union's head office, its officials, members, chapels, branches and other structures, through a variety of means, including the use of newsletters, email network, bulletins etc. and work to ensure union bodies are aware of key union campaigns.
- Develop high-quality communication and campaign material, including leaflets, posters, briefings, toolkits, reflecting the union's campaigning and organising priorities, seeing through projects from concept to publication
- Draft the department's strategy planning after each delegate meeting seeking engagement with the Campaigns & Communications Officers, to ensure that the resulting work is carried out throughout the following cycle.
- Provide updates on departmental work and initiatives, through comprehensive written reports to the National Executive Council (NEC), its relevant sub-committees and other NUJ councils.
- Ensure the smooth-running of the department's work and delivery of strategic priorities by working effectively and in partnership with department colleagues.
- Lead all other general work of the Campaigns & Communications Department.
- Attend NEC, its sub committees, branch, chapel and other daytime or evening meetings as required.
- Work alongside all NUJ industrial officials to achieve departmental aims and objectives.
- Abide by all NUJ policies, in particular, those addressing equality and ethical issues.
- Undertake duties as directed by the General Secretary or, in their absence, the Assistant General Secretary.

#### PERSON SPECIFICATION

A commitment to trade unions, their aims, and an understanding of the issues facing journalists | Experience managing and leading a team | Experience developing campaigns from concept to delivery | Demonstrable experience of producing high quality multimedia content on social media platforms including Instagram, Facebook and X | Proven experience of updating websites | Experience using Mailchimp or a similar email communication platform | Experience using Survey Monkey or an alternative online survey platform to create surveys and conduct analysis | Excellent writing and research skills | Experience drafting high quality editorial content including articles for publication | Prioritising and working to deadlines | Proven administrative and organisational skills | Experience engaging with a wide variety of partner organisations including MPs, trade unions and campaign groups | Practical use of MS Office suite | Fast and accurate typing | An excellent telephone manner | An understanding of equality matters | Effortless organisational skills | A good understanding of the implications of the Data Protection Regulation 2018 on the role | Basic employment law | Discretion | A proactive approach to the working day | professional, friendly and team oriented when dealing with colleagues and members alike | Initiative and self-motivation | A desire to get involved