

PROVA 1

A handwritten signature in black ink, appearing to read 'Donald' or similar, written in a cursive style.

The duties of the Press Officer

The main duties of the Press Officer are to select, filter and convey information that comes from within the Municipality or Public Authority to the media.

Their main stakeholders are the mainstream media: newspapers, radio, TV, magazines; and social media, Facebook, Instagram, etc. They are able to reach specific and targeted users as well as the mass public in general.

Press Officers have the task of providing information and creating a positive image for the Public Administration they work for, so that the press can communicate in an adequate and reliable way.

They aim to allow journalists to utilise effective, positive and reliable communication from the public body or the Municipality of Meda. They are the Municipality's external communication arm.

PROVA 2

The organisation of the work of the press officer.

How can the press officer go about his/her work?

The public administration press officer must learn day by day how to respond, when risks can be taken, how to manage situations, how to get results.

With a deep knowledge of the organisation and a clear understanding of its mission, the press officer is responsible for managing relationships with the media.

(They) He/she must be familiar with the local government , examine the history of the local area, its traditions, its economic and social characteristics, be familiar with the history of the organisation and past, present and future projects, and the strategic direction so as to always achieve communication objectives.

PROVA 3

The main objectives of the Press Officer are summarised as follows to:

- obtain the greatest possible and constant visibility in the media
- ensure the clear communication of notices released by the Municipality.
- convey complex messages for which advertising is inadequate
- create a continuous flow of information
- engage readers
- create a positive image of the Municipality
- prevent and solve dangerous and harmful situations for the Municipality (Crisis communication)
- position the Municipality as an indispensable source of information on specific matters

A handwritten signature in black ink, appearing to read "Antonio Inani". The signature is fluid and cursive, with a large loop at the end of the last name.

PROVA 4

Quero

What does the Press Officer do specifically?

The Press Officer is responsible for connections with the media, ensures the maximum degree of transparency, clarity and speed of communication in matters of interest to the administration.

In particular, he/she has the task of:

- organising press conferences,
- editing institutional publications
- managing information campaigns or undertake specific editorial activities

If you work as a Press Officer in Public Administration, you are responsible for institutional communication relating to the activities and measures issued.

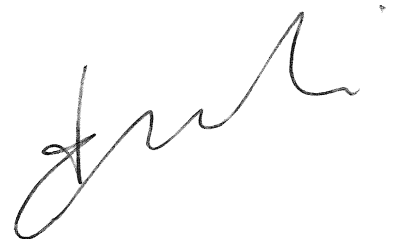
PROVA 5

The Press Officer

The Press Officer is the professional who manages relations with the press and the media on behalf of the local authority, a political party, a famous person, a non-profit organization.

- He/she is the main person who is responsible for external communication.
- Working as a press officer at an operational level means promoting the public image of the organisation in the media; contacting the press, television, radio, websites and social networks to disseminate information on initiatives, events, products; organising interviews with the company's spokespeople, responding to requests from journalists.

If you work as a Press Officer in Public Administration, you are responsible for institutional communication relating to the activities and measures issued.

A handwritten signature in black ink, appearing to be 'J. Smith', located in the bottom right corner of the page.

PROVA 6

Skills of a Press Officer

Here are the skills required to work as a press officer:

- Excellent writing and communication skills, mediation
- Networking skills, to weave a network of knowledge and contacts with journalists, bloggers, Social Media Influencers.
- Ability to organize and manage media events.
- Accuracy.
- Flexibility, resilience to stress and work rhythms
- Knowledge of the world of information: what are the logic and mechanisms of communication (including online communication), how an editorial team works, the rules that regulate the activity.
- Knowledge of the main text writing and formatting programs
- Ability to use graphics, layout and presentation software.
- Knowledge of the operating logic of the main social networks.