

Job Description

Job title:	Media & PR Manager
Department/School:	Marketing & Communications
Grade:	7
Location:	Claverton campus

Job purpose

To support the Communications team in the delivery of its duties and objectives.

In particular, provide a professional media relations service across all aspects of the University's work, especially its scientific research. To contribute to raising the University's profile, particularly in the national & international media. As part of a team, to support social media content and provide a professional copy writing and editing service for some of the University's key printed publications.

Source and nature of management provided

Head of Communications.

Staff management responsibility

N/A

Career and Professional Development Activities

From time to time you may be asked to assist in the facilitation of CPD activities. This will form part of your substantive role and you will not receive additional payment for these activities.

Special conditions

On occasions you may be requested to work outside regular office hours to support colleagues and the University's objectives (eg. public lectures & Open Days).

Main duties and responsibilities

1	Work both reactively and proactively with journalists from print, broadcast and on-line media, including local, national and specialist media, building a network of strong contacts.
2	Research, write and issue news releases & stories on all aspects of the work of the University, pitching stories to external media and publishing on internal

	media.
3	Be proactive in seeking news stories from within the University community, with an emphasis on the University's research work and on items that could appear in the national and international media.
4	Be proactive in collating and distributing media analytics and evaluation reports, including of individual stories and for Faculties/School.
5	Work with colleagues from across Marketing & Communications to develop the use of digital media, including all forms of social media, supporting the creation of content and facilitating engagement.
6	Develop and implement communications and PR plans and projects as appropriate, including commissioning content such as videos and photo opportunities where relevant.
7	In collaboration with colleagues create a number of University publications (eg. Annual Report) including provision of copy, liaison with designers and sourcing of images.
8	Respond in an efficient and timely manner to incoming enquiries from the media, including enquiries dealing with University policy matters and incidents on campus or requesting assistance in sourcing professional expertise to comment on media stories.
9	Help to manage the University's reputation, including responding to negative media stories, and prepare and gain approval for statements to be issued on behalf of the University, including by its senior staff.
10	Contribute articles and other items to the University's print, internal news page and e-media mainly, but not exclusively, arising from related media work.
11	Contribute to the provision of the daily news headlines e-bulletin, to the updating of media contact lists, to the media training programmes for academic and other staff, and to the other work of the corporate communications team.
12	Undertake other relevant tasks as required by the Head of Corporate Communications.
You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager.	



Person Specification

Criteria	Essential	Desirable	Assessed by		
			A/F	I	T
Qualifications	Good first degree (or relevant equivalent qualifications)	Postgraduate qualifications and/or relevant further training in PR, communication & marketing	X		
Experience/Knowledge	Proven track record of paid, relevant work experience in public relations and/or media, with evidence of success.		X	X	X
	Proven experience of working with regional/national media and strong media contacts		X	X	
	Copy-writing and editing experience		X	X	X
		Background of relevant academic discipline or research communication.	X	X	
		Background of higher education related work	X	X	
Skills	Excellent written communication skills to support the delivery of various communications - in particular external news items & marketing		X	X	X

	opportunities				
	Excellent verbal communication skills to be confident to liaise with academic colleagues, managers and the media and to translate complex issues		X	X	X
	Digitally literate including knowledge of digital & social media tools and their application to PR & marketing		X	X	X
	Ability to prioritise a demanding workload in a pressurised environment		X	X	
	Ability to take the initiative and be proactive		X	X	
		Ability to contribute to delivery of media training courses	X	X	

Appendix B

Attributes	Team player			X	
	Willingness to work “out of hours” when required			X	
	Willingness to learn new skills		X	X	
		Social intelligence		X	
		Interest in current affairs and corporate affairs		X	
	High levels of personal commitment and an attention to detail		X	X	X
	Ability to stay calm under pressure			X	X

Code: A/F – Application form, I/T – Interview/Test, R – References