

Job Description

Job Title	Media Relations Manager
School/Service	Communications & Events - External Relations
Grade	I
Responsible to	Ginette Unsworth
Responsible for	Media relations, PR, Strategic communications activity
Job Purpose: <p>The Media Relations Manager will have specific responsibility for strengthening the University's reputation through the effective management of the media and through the planning and organisation of PR activities. This post will play a critical role in the management of crisis communications, providing advice, guidance and support to senior leaders. They will also be responsible for leading and managing a team to increase positive media coverage and work with academics to provide regular topical media comment.</p>	
Main Duties and Responsibilities <ol style="list-style-type: none">1. To work with the Vice-Chancellor's Group and University Board to provide advice, guidance and leadership in the management of reputation issues, media handling and PR and crisis communications.2. To lead and manage the press office, the relationship with our external PR agency and liaison with teams at our partner institutions as required.3. To deputise for the Director of Communications and Events as required.4. To be accountable for the objectives within the Communications Strategy, preparing strategic delivery plans to ensure the production, delivery and evaluation of impactful, proactive PR and media activity designed to strengthen the reputation of the University and build our profile and brand.5. To provide strategic leadership for all media enquiries, preparing colleagues to act as spokespeople, ensuring consistency of key messages.6. To work proactively with colleagues across the University to generate positive news stories and to identify media opportunities, to achieve optimal media coverage for the University and its activities, in the UK and, where appropriate internationally, through all relevant channels.7. To work closely with the Director of Communications and Events and the Vice-Chancellor's Group and University Board on the management of crisis communications and negative publicity.8. To proactively advise the Vice-Chancellor's Group on the reputational impact of strategic university developments.9. To lead on the development of key message frameworks across all strategic initiatives, including effective communications.10. To make use of social media to share good news stories.	

11. To produce metrics and qualitative reports based on the analysis of information and data and to use these as the basis of future planning.
12. To provide PR and media training to the Vice-Chancellor's Group and academic colleagues.
13. To lead projects and groups involving colleagues from across the Service and across the University in pursuit of PR objectives.
14. To lead on collaborative communications with strategic partners, civic organisations and others, ensuring continuity of message and strategic placement of the University brand.
15. To ensure that the integrity of the University brand is upheld and to help build affinity to the brand both externally and internally.
16. To represent the Service and the University in the wider academic and professional academic community.

To contribute to all aspects of the Services' activities and stand in temporarily for absent colleagues as required.

Person Specification

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Attributes	Essential	Desirable	Measured By
Work Experience	<p>A strong track record in leading and managing a media relations function in a complex organisation</p> <p>A successful track record in the planning and delivery of strategies and plans</p> <p>Experience of managing external suppliers and agencies to provide cost-effective solutions and services</p> <p>Experience of guiding and influencing teams and senior leaders on potential sensitive issues including crisis management</p> <p>Experience of managing a team</p> <p>Experience of ensuring spokespeople are media trained</p>	<p>A good understanding and experience of working in the competitive HE Sector</p>	<p>Application form</p> <p>Interview</p>
Education/Qualifications	<p>Hold a first degree or equivalent experience</p>	<p>Be a member of a relevant professional organisation such as CIPR</p>	<p>Application form</p>

Skills/Abilities	<p>Proven leadership and team-working skills, setting and achieving high standards and inspiring others to develop and excel</p> <p>Personal credibility and the ability to gain confidence and trust of people at all levels within the institution</p> <p>Excellent written and oral communication and presentational skills with the ability to communicate effectively with a range of audiences</p> <p>Excellent planning and organising skills with demonstrable project management skills and an ability to build effective networks across organisations</p> <p>Strong problem solving skills and the ability to take appropriate action when required</p> <p>The ability to prioritise work effectively and work to tight timeframes</p> <p>Excellent IT skills (Microsoft Office etc.)</p> <p>A flexible and committed approach to work with the ability to generate new ideas and to think creatively</p> <p>Ability to influence and work with colleagues not under the post holder's direct control to achieve a desired result</p>		Application form Interview
Other	An understanding of and demonstrable commitment to the University's Values as a		Application form Interview

	framework for decisions, actions, and behaviours.		
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