



## Candidate Information

<b>Position:</b>	Communications Officer (Maternity Cover)
<b>School/Department:</b>	Marketing and Communications
<b>Reference:</b>	20/108071
<b>Closing Date:</b>	Sunday 26 January 2020
<b>Salary:</b>	£33,797 to £40,322 per annum.
<b>Anticipated Interview Date:</b>	Tuesday, 4 February 2020
<b>Duration:</b>	Please note that this position is available on a fixed term basis, until the 23 November 2020.

### JOB PURPOSE:

To contribute to the delivery of the Strategic Marketing and Communications strategy in support of the University's strategic objectives. Promote Queen's University Belfast across a wide range of channels including print, broadcast and online. Work with relevant university colleagues to create compelling content that will raise the profile of the University locally, nationally and internationally and to build, maintain and manage the reputation of the University.

### MAJOR DUTIES:

1. Create innovative and impactful content to promote the reputation and brand of Queen's and to engage with the media in local, national and international markets.
2. Research, write / produce and disseminate a range of material including case studies, infographics, digital copy, features, video, audio, printed collateral, podcasts, bulletins, news releases, interviews and academic profiles with a focus on promoting excellence in the University's strategic priority areas.
3. Provide expert advice to relevant University colleagues on how to communicate to a varied external audience including the identification of appropriate marketing and communications channels for materials produced and ensuring material is amplified and re-purposed for multiple uses.
4. Handle media inquiries and respond to requests for information.
5. Contribute to the planning, development and implementation of communication strategies and associated plans.
6. Write and edit speeches and corporate copy for the Vice-Chancellor and senior staff.
7. Devise and coordinate photo opportunities.
8. Assist with the production of University publications.
9. Build and maintain a good network of contacts with journalists in media outlets locally, nationally and internationally.
10. Operate and update the media management system and other relevant systems. Analyse information and produce relevant information and reports to inform management decision making.
11. Monitor the media on a daily basis and escalate any matters which may have an impact on the University.
12. Provide a professional response as part of a 24 hour on-call media service.
13. Assist with the organising of promotional events such as press conferences, official openings, event launches and graduation ceremonies.
14. Any other reasonable duties as required to contribute to the work of the Strategic Marketing and Communications department.

### Planning and Organising:

1. Able to grasp complex concepts quickly and to present complex ideas and situations clearly and logically.
2. Plan and organise own workload within the context of the broad office objectives set by line manager.
3. Plan and organise project-level outputs working with external collaborators and internal project partners for events up to six months ahead.
4. React daily to accommodate immediate customer needs.

### Resource Management Responsibilities:

1. Responsible for organising own work to meet the office's objectives.
2. Work as part of a professional team.

**Internal and External Relationships:**

1. Daily contact with the Communications Manager, colleagues from across the University, members of the public, media agencies and external partners, etc.
2. Close and collaborative working relationship with colleagues from across Strategic Marketing and Communications and wider MRCI.
3. Close working relationships with journalists from relevant local, national and international media and communications offices from other relevant organisations.

**ESSENTIAL CRITERIA:**

1. \* Degree or equivalent qualification in relevant subject such as journalism or communications.
2. \* 3+ years' relevant employment experience as a journalist or public relations/press officer.
3. \* Experience of writing news releases, speeches and corporate copy.
4. \* Experience of working with local and national media.
5. \* Experience of working with social media to execute marketing and communications objectives.
6. \* Experience in using MS Office packages, particularly, Word, Excel, PowerPoint and Outlook.
7. Ability to grasp complex concepts quickly and to present complex ideas and situations clearly and logically.
8. Good knowledge of current affairs and able to participate in discussion of a wide range of issues.
9. Excellent written and oral skills, including the ability to communicate information with clarity and accuracy.
10. Ability to co-ordinate activity and develop effective contacts with individuals at varying levels of seniority inside and outside the University.
11. Ability to work without close supervision and to prioritise own activity within a given framework.
12. Ability to operate well in a busy environment, work to deadlines, and to deal with a number of tasks and issues at one time.
13. Ability to work well in a team, be prepared to take on new tasks at short notice and be proactive in seeking to provide the best possible service.
14. Willingness to participate in the Office's on-call media rota and, on occasion, to work evenings, weekends and public holidays.
15. Occasional travel within the UK and Ireland may also be required for project roles.

**DESIRABLE CRITERIA:**

1. \* Experience of developing content for use across digital channels to include video and audio packages.
2. \* Experience in using a media management system.
3. \* Experience of working with international media.
4. Knowledge of higher education sector and research.