



## Candidate Information

<b>Position:</b>	Temporary Communications and Media Assistant (Part time)
<b>School/Department:</b>	Marketing and Communications
<b>Reference:</b>	20/108214
<b>Closing Date:</b>	Wednesday 15 April 2020
<b>Salary:</b>	£21,236 - £23,754 per annum (pro rata).
<b>Anticipated Interview Date:</b>	Monday 27 April 2020
<b>Duration:</b>	Temporary basis until the 7 May 2021

### JOB PURPOSE:

To support the work of the Strategic Marketing and Communications Office through organising, monitoring and managing media content; assisting with media inquiries; maintaining up-to-date content on Communication webpages; and supporting Communications Officers with stories and articles.

To manage and support the key technical systems used to deliver an effective communications output and provide clerical assistance within the Communications team.

### MAJOR DUTIES:

1. Oversee the daily upkeep of the Media Management System including liaising with account managers to ensure timely and efficient delivery of service. Train new users on the Media Management System and existing users on updates.
2. Responsible for day-to-day requirements of the Media Monitoring Service to include: updates and categorisation of media content to Media Management System. Provide regular reports to the Communications Manager, as required, based on reports generated from the media management system for circulation.
3. Input any missed/additional articles onto Media Monitoring System on a daily basis.
4. Compile and issue media clippings reports as required for key University staff.
5. Record relevant broadcast media for the use of the Communications Office and the wider University.
6. Liaise between The Conversation and University academics to enhance our presence on The Conversation. This will include responsibility for circulating and responding to Expert Requests for The Conversation, pitching article ideas and arranging visits.
7. Respond to daily media inquiries, log and maintain the Communications Office email account.
8. Assist Communications Officers in responding to media inquiries, drafting diary dates and generating content for use on a number of channels, including video.
9. Assist Communications Officers in the delivery of key corporate events, including graduation.
10. Create and maintain relevant content on the University's news page using the University's content management system (T4).

### Planning and Organising:

1. Manage all support systems to deliver an effective multi-media Communications Office.
2. Liaise with media using initiative and discretion and in agreement with other colleagues.
3. Advise on and purchase new equipment as and when required.

### Resource Management Responsibilities:

1. Provide staff training on media management system (Vuelio), broadcast monitoring and other systems and equipment.
2. Research and Purchase suitable equipment for multi-media press office.
3. Manage the media management system (Vuelio).
4. Manage the internal media monitoring system.

### Internal and External Relationships:

1. Liaise with external suppliers to ensure equipment and services are of an acceptable standard.
2. Liaise with media on news releases, inquiries, photo shoots and media opportunities.
3. Attend and service internal and external meetings as requested by the Communications Manager, to support standard work activities or to represent the Office at the appropriate level.
4. Co-ordinate a range of activities or communications on behalf of the Communications Manager and Communication Officers.
5. Recognised as main point of contact for specialised process, system or procedure.

**ESSENTIAL CRITERIA:**

1. \* A minimum of five GCSEs at Grade C or above (or equivalent) to include English Language and Mathematics or NVQ Level 2 (or equivalent) in a relevant subject.
2. \* Three years' recent, relevant experience in a communications / marketing role with at least one year's relevant experience working in a corporate communications office.
3. \* Experience of media monitoring and analysis.
4. Experience of drafting corporate content.
5. Experience of producing and maintaining webpages.
6. Experience of Content Management and Media Management Systems.
7. Experience and up to date knowledge of a wide range of IT systems including MS Word, Excel, Outlook, Access and the web.
8. Knowledge of media industry.
9. Proficient in Content Management Systems, Microsoft Office and Adobe Pro and the use of social media to support communication objectives.
10. Ability to handle confidential information.
11. Excellent inter-personal skills.
12. Excellent communication skills, written and oral.
13. Ability to work on own initiative and as part of a team.
14. Ability to manage resources.
15. Ability to plan and organize workload to meet standards and deadlines and to work under pressure.

**DESIRABLE CRITERIA:**

1. Higher level qualification in a relevant subject.
2. Experience using relevant specialist software packages including Photoshop and Audition and Final Cut Pro.
3. Experience training other staff in use of CMS or other relevant software packages.
4. Experience of having responsibility for technical equipment used by a communications office.
5. Knowledge of Higher Education sector.