

Candidate Information

Position: Communications Officer (2 posts)
School/Department: Public Engagement
Reference: 23/111026
Closing Date: Monday 26 June 2023
Salary: £36,333 - £43,155 per annum.
Anticipated Interview Date: Friday 7 & Tuesday 11 July 2023

JOB PURPOSE:

To contribute to the delivery of the Strategic Communications strategy in support of the University's strategic objectives. The postholder will be responsible for undertaking a leading role in promoting the University and its vision across a wide range of channels including print, broadcast and online.

Working closely with fellow Communications/Digital Communications Officers, and other relevant 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. Working within a busy press office, create innovative and impactful content to promote the reputation and brand of Queen's University and to engage with the media with a strong focus in local and national markets.
2. Contribute to the planning, development and implementation of communication strategies and associated plans.
3. 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.
4. 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.
5. Draft, edit and issue student and corporate communications as required.
6. Write and edit speeches and corporate copy for the Vice-Chancellor and senior staff.
7. Build relationships and key points of contact for public relations activity both internally and externally.
8. To act as a key point of contact for the media and to respond to enquiries by agreed deadlines, liaising with colleagues and the Communications Manager to ensure that all enquiries are dealt with efficiently and in line with University objectives.
9. Monitor the media daily and escalate any matters which may have an impact on the University. Providing a professional response as part of a 24 hour on-call media service.
10. Attend as required and assist with the organising of promotional, public engagement, conference, and media events, such as press conferences, official openings, launches and graduation ceremonies.
11. Operate and update the media management system and other relevant systems.
12. Analyse information and produce relevant information and reports to inform management decision making.
13. Any other reasonable duties as required to contribute to the work of the Communications department.

ESSENTIAL CRITERIA:

1. A degree or equivalent qualification in a relevant subject e.g., communications, public relations, or journalism related subjects; and,

2. At least 3 years (within the last 5 years) relevant employment experience as a journalist or public relations/press officer working in a busy press office, newsroom or communications office, writing news stories or press releases, responding to media enquiries within deadlines, developing and implementing integrated communications campaigns, including digital platforms, writing speeches and corporate copy.
3. Or substantial recent relevant employment experience as outlined in point 2 above.
4. Significant experience of working with local and national media.
5. Experience in using MS Office packages, particularly, Word, Excel, PowerPoint and Outlook.
6. Relevant recent experience of working with social media to execute marketing and communications objectives.
7. Demonstrable knowledge of current affairs and able to participate in discussion of a wide range of issues.
8. Good networks, contacts and relationships with local and national media.
9. Ability to grasp complex concepts quickly and to present complex ideas and situations clearly and logically.
10. Excellent written and oral skills, including the ability to communicate information with clarity and accuracy.
11. Ability to co-ordinate activity and develop effective contacts with individuals at varying levels of seniority inside and outside the University.
12. Ability to work without close supervision and to prioritise own activity within a given framework.
13. Ability to operate well in a busy environment, work to deadlines, and to deal with a number of tasks and issues at one time.
14. 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.
15. Willingness to participate in on-call media rota and, on occasion, to work evenings, weekends and public holidays.
16. 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.