

Candidate Information

Position:	Digital Communications Officer (Video and Audio)
School/Department:	Public Engagement
Reference:	23/111027
Closing Date:	Monday 26 June 2023
Salary:	£36,333 - £44,414 per annum
Anticipated Interview Date:	Friday 7 and Tuesday 11 July 2023
Duration:	Permanent

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 through building and maintaining effective relationships with the media from a digital perspective.

Working closely with Communications Officers, and other relevant colleagues, identify key visual and audio story telling opportunities 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. Lead on Queen's University's digital news output, digital public relations and digital communications campaigns as part of the wider Communications team in the delivery of the communications strategy in support of the University's strategic objectives.
2. Create innovative and impactful digital 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.
3. Contribute to the planning, development and implementation of communication strategies and associated plans.
4. Research, write / produce and disseminate a range of digital 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.
5. Provide expert advice to relevant University colleagues on how to communicate to a varied external audience including the identification of appropriate digital and communications channels for materials produced and ensuring material is amplified and re-purposed for multiple uses.
6. To be the lead contributor/ expert in relation to digital news output within the Communications Team, breaking news stories, making key announcements and ensuring senior leadership maximise use of digital news platforms.
7. Lead the production of all news related short-form video content for the Communications Office, maintaining a consistent output for website and existing and future digital channels.
8. Conduct, record, edit and disseminate interviews with senior management and academics, in the form of video news releases, as required to support story output, providing professional advice.
9. To act as a key point of contact for the media to identify their needs in relation to video news reports and develop a professional relationship around providing them with relevant and broadcast quality output/ responses.
10. Respond to digital media requests, 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.
11. Build and maintain relationships and key points of contact for public relations activity both internally and externally.
12. Monitor traditional and digital media on a daily basis and escalate any matters which may have an impact on the University.
13. Provide a professional response as part of a 24 hour on-call media service.
14. 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.
15. Draft, edit and issue student and corporate communications as required.

16. Write and edit speeches and corporate copy for the Vice-Chancellor and senior staff.
17. Operate and update the media management system and other relevant systems. Analyse information and produce relevant information and reports to inform management decision making.
18. 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 video journalist or digital public relations/press officer working in a busy news environment filming, editing, and publishing creative and engaging video and audio content, responding to media enquiries within deadlines, developing and implementing integrated communications campaigns, including digital platforms, writing speeches and corporate copy; OR
3. 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 digital media to execute marketing and communications objectives.
7. Experience of using analytics to monitor and improve digital performance.
8. Demonstrable knowledge of current affairs and able to participate in discussion of a wide range of issues.
9. Demonstrable ability to have good networks, contacts and relationships with local and national media.
10. Ability to grasp complex concepts quickly and to present complex ideas and situations clearly and logically.
11. Excellent written and oral skills, including the ability to communicate information with clarity and accuracy.
12. Ability to co-ordinate activity and develop effective contacts with individuals at varying levels of seniority inside and outside the University.
13. Ability to work without close supervision and to prioritise own activity within a given framework.
14. Ability to operate well in a busy environment, work to deadlines, and to deal with a number of tasks and issues at one time.
15. 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.
16. Willingness to participate in on-call media rota and, on occasion, to work evenings, weekends and public holidays in accordance with needs of the post.
17. Occasional travel within the UK and Ireland may also be required for project roles in accordance with needs of the post.

DESIRABLE CRITERIA:

1. Experience in using a media management system.
2. Experience of working with international media.
3. Knowledge of higher education sector and research.