

## Candidate Information

<b>Position:</b>	Communications Manager - Media
<b>School/Department:</b>	Strategic Communications
<b>Reference:</b>	23/111345
<b>Closing Date:</b>	Monday 30 October 2023
<b>Salary:</b>	£46,497 - £57,141 per annum
<b>Anticipated Interview Date:</b>	Wednesday 15 & Thursday 16 November 2023
<b>Duration:</b>	Permanent

### JOB PURPOSE:

To develop and deliver strategic and operational communications to meet corporate objectives and protect the reputation of the University.

To lead the Media Relations team, comprising communications officers with responsibility for proactive and reactive media engagement locally and nationally.

To develop and deliver all media relations elements of integrated communications strategies and plans and member of the overall senior management team of the Strategic Communications Directorate.

### MAJOR DUTIES:

1. Lead and manage Media Relations team to ensure provision of timely and professional communications advice in relation to all media activity, both in responding to media interest and developing plans and strategies to proactively promote the work of the University with media platforms and channels.
2. Develop and implement a new communications strategy. Building relationships with local, national and international journalists, news organisations and specialist outlets such as those serving Higher Education and identifying and implementing emerging platforms and channels utilised by the media.
3. Develop and manage appropriate targets and deliverables for the Communications Team with the Director of Strategic Communications. Measure and monitor performance of the department against set targets and provide timely and regular reports demonstrating how the media relations elements of the strategy are being delivered within the agreed budget.
4. Take a leadership role in the effective operation of the University's press and PR activities and in the development of corporate communications in support of the strategic objectives of the University.
5. Be responsible for the effective and efficient day-to-day operational activity of the Media Relations team. Manage and oversee its core functions that include media and public relations and corporate affairs.
6. Positively promote the reputation and brand of Queen's through engagement with the media in local, national and international markets.
7. Manage crisis PR issues and the risk to the University's reputation. Provide Major Incident support and be responsible and part of the university out-of-hours media contact rota.
8. Participate in or lead project teams, committees and working groups as directed by the Director of Strategic Communications, Vice President of Civic Engagement and External Affairs and Senior Management Team to deliver key corporate objectives.
9. Work with the Digital Communications Officer and the Social Media Manager in the Marketing section, to develop, provide direction and maintain a digital asset library to include video content, images and other rich media that is accessible and easily searchable by others in the University.
10. Implement guidelines and procedures and provide appropriate training, where required, to ensure that the work of the department is underpinned by an excellent standard of customer care with internal and external clients alike.
11. Advise, and provide briefings and papers to, senior officers within the University on communication issues and ensure the provision of integrated communications support across the University.

12. Undertake other duties as required by the Director of Strategic Communications and Director of Civic Engagement and External Affairs.

**ESSENTIAL CRITERIA:**

1. Honours degree (or equivalent qualification) OR substantial recent relevant professional management experience.
2. Significant recent relevant professional experience as a journalist and/or a press/media relation officer.
3. Significant recent relevant experience of directly dealing with journalists and news organisations as a primary responsibility of previous and current posts.
4. Recent relevant experience of developing and implementing pro-active news strategies and plans and working with other stakeholders.
5. Demonstrable experience of leading and managing a large event or major announcement that requires dealing with a large range of local, national and international media.
6. A proven record of accomplishment in the development and implementation of communications related strategies and plans to achieve corporate objectives.
7. Experience of developing relationships at a senior level with key internal and external stakeholders.
8. Experience of leading, organising and planning a broad range of multiple, complex and long-term activities and events.
9. A strong network of contacts in the local and national media, and demonstrable experience of leveraging this network to manage and influence media coverage.
10. Excellent writing skills with a well-developed critical and analytical approach to reviewing documentation.
11. An extensive knowledge of media and its full workings.
12. Excellent oral presentation skills and track record of presenting to senior stakeholders.
13. Established influencing and negotiation skills.
14. Excellent communicator with both internal and external audiences.
15. Well-developed planning and organisational capabilities with ability to manage multiple deadlines.
16. Creative mind and ability to find solutions to complex problems.
17. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
18. Ability to remain calm under differing pressures and provide good sense of judgement.
19. Willingness to undertake travel e.g. within the UK and Ireland in accordance with needs of the post.
20. Willingness to work flexibly as required to meet the requirements of the role.
21. Full driving license or the ability to fulfil the mobility requirements of the post.

**DESIRABLE CRITERIA:**

1. Honours degree or higher degree in a relevant subject e.g. Communications, Journalism, Public Relations, Business or Marketing.
2. Speech writing and social media experience.
3. Project management experience.
4. Relevant experience in large, complex organisation.
5. Relevant experience in the management of communications in 'major incident' situations.
6. Demonstrable understanding of higher education issues within a national and international context.