

JOB DESCRIPTION



Job Title: PR Officer
Ref No: MKG264-R-R
Campus: Hendon
Grade: 6
Salary: £32,407 per annum including outer London weighting
Period: Permanent

Reporting to: Senior PR Officer

**Reporting to
Job Holder:** None

Overall purpose: The stakeholder relations and communications team works to advance the profile, reputation, and strategic development of Middlesex University.

Working as part of the stakeholder relations and communications team, the PR team helps meet this objective through high quality and effective media relations programmes aimed at the University's identified target audiences.

The PR Officer will be responsible for proactively seeking and disseminating key news stories for the University, including working closely with the media.

The postholder will have experience of utilising communications channels and public relations tools to foster support, and of developing and implementing university-wide communications strategies.

The PR Officer will support the team in proposing key messages to promote the University and responses to defend the University's reputation in times of crisis.

Proactive and reactive media experience is vital for this role.

Main responsibilities:

Deliver high profile thought leadership campaigns, targeting top tier online, national and broadcast press, with social media content which engages a wide range of stakeholders.

Create engaging content for media – beyond a traditional press release, taking a digital first approach

Use strong measurement and analytical skills to be able to give real-time feedback on PR campaign work.

Proactively engage with the media as well as being a first port of call for reactive media enquiries, respond as necessary and exercise judgement and discretion.

Build effective and strong media relationships across a wide range of media sectors.

Work with academic colleagues to promote research events and student/staff successes to identified stakeholders and the wider public as appropriate, developing a bank of case studies to promote student experience, student and research outcomes in the external environment..

Contribute to the development of the stakeholder relations and communications strategy that delivers thematic campaigns to raise the profile of Middlesex, in line with the University's corporate plan.

Proactively plan PR activities around the University's events calendar and recruitment cycle, and sell-in our case studies for supplements such as the Guardian Clearing Guide.

Play a role in public relations crisis management situations supporting the implementation of appropriate frameworks and plans including liaison with senior stakeholders where required. The postholder may be required to provide occasional out-of-hours PR cover.

Support with photography, events and publications where needed.

Maintain an excellent knowledge of UK current affairs, particularly relating to issues in Higher Education and areas of focus for the University.

Act as a media advisor and help deliver media training for staff.

Compile regular coverage reports for senior management, and report on press office metrics.

Hours: 35.5 hours per week throughout the year, actual days and hours by arrangement.

Annual Leave: 30 days per annum, plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff)

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

PERSON SPECIFICATION

Education/ Qualifications:

Person specification:

Essential:

Substantial experience of PR and media

Outstanding writing skills, with the ability to deliver high quality written communications to a wide variety of audiences and across multiple channels

Experience of selling-in stories and case studies to both national and local journalists and bloggers in a competitive environment

Proactive approach to seeking out news stories and case studies

Experience of delivering media campaigns and working alongside other communications disciplines to coordinate plans

Experience of PR crisis management

Good news judgement and an ability to identify key messages and story angles

Excellent knowledge and track record of digital and social media channels and how best to use them for effective communications

High level of organisational skills

Experience of working in a busy environment constantly having to re-prioritise work to tight deadlines

Ability to build strong relationships with a wide variety of key stakeholders, both internal and external

Ability to persuade and influence others positively at a variety of levels

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

Flexible working applications will be considered.

Closing date: see job advertisement

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Angela Martyn, Director of Communications and External Engagement at A.Martyn@mdx.ac.uk