

JOB DESCRIPTION

Job title:	Public Relations & Faculty Communications Officer
Ref no:	MKG527
Campus:	Hendon
School/Service:	Student Recruitment, Marketing & Communications
Grade:	6
Starting salary:	£37,357per annum rising to £42,653per annum incrementally each year inclusive of Outer London Weighting
Hours:	35.5 hours per week, actual daily hours by arrangement
Period:	Permanent
Reporting to:	Senior PR & Communications Manager
Reporting to role holder:	None

Overall Purpose:

As a Public Relations (PR) & Faculty Communications Officer, you will act as a strategic business partner to an assigned academic faculty, delivering engaging, creative and high-quality written content.

You will play a pivotal role in enhancing the University's brand and reputation by developing compelling editorial features, media articles and digital-first content that showcases our academic excellence, research impact, student experience and societal contribution which reflects our ongoing shift towards a digital PR approach.

This role is ideally suited to a skilled writer and storyteller with a passion for higher education, media relations and digital engagement.

Principal Duties:

Faculty Engagement

1. Partner with academic faculties to develop and implement a faculty annual communications plan aligned with university priorities and departmental goals.
2. Research, write and edit high-quality content including press releases, editorial articles, news stories, media features, staff/student/alumni profiles, opinion pieces and digital content for web and social platforms.
3. Identify and develop media opportunities to promote faculty academic research and expert commentary in line with strategic goals.
4. Attend events when appropriate to report on them, working out of hours where necessary.
5. Collaborate with directorate functions (eg, digital marketing, marketing & content and design) to ensure content is adapted effectively for multi-channel use.
6. Work proactively with faculty leadership and academics to unearth compelling narratives and research that elevate institutional visibility.

7. Identify other high profile-raising opportunities such as award entries, conferences, spokesperson roles or roundtable discussions.

Media Relations

8. Support media relations activity including drafting responses, liaising with journalists, and pitching stories to the press which underpin the University's vision and strategy.
9. To support the Senior PR & Communications Manager and Policy & Public Affairs Manager and develop opportunities to communicate the University's core messages and activities to key influencers via a range of communications channels when required.
10. Support issues and crisis communications with timely and accurate responses that protect and reinforce the University's reputation.
11. Monitor media coverage and digital performance metrics, contributing to evaluation reports and insights.
12. Be aware of current issues impacting the education sector and the sectors served by the University.
13. Keep up to date with all relevant media sources in order to advise stakeholders on the best and most effective response to any given situation.
14. Operate an out of hours media telephone service.
15. Ensure the Senior PR & Communications Manager is kept up to date of any potential issues likely to impact upon the effective running of the Communications team.
16. Ensure all written content adheres to the University's tone of voice, style guide and accessibility standards.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

PERSON SPECIFICATION

Job title: Public Relations & Faculty Communications Officer

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria

SELECTION CRITERIA

Essential

- Proven experience in public relations, journalism, corporate communications, or a similar role with exceptional writing and editing skills
- The ability to translate complex academic or technical material into accessible and engaging content
- Experience producing content for media outlets, websites and social media platforms
- Ability to work confidently and diplomatically with senior stakeholders, including academic faculty
- Strong news sense and understanding of what makes a story media-worthy
- Excellent organisational and time management skills; able to manage multiple deadlines and priorities
- Able to work flexibly

Desirable

- Postgraduate qualification in communications, PR, journalism or related field
 - Membership of a relevant professional body e.g., Chartered Institute of Marketing (CIM), or Chartered Institute of Public Relations (CIPR)
- Experience in a higher education or research-focused environment
- Familiarity with UK media landscape and/or London-based press contacts
 - Knowledge of Search Engine Optimisation (SEO) principles and analytics tools related to content performance
 - Familiarity with the London civic, media and community environment

Equality Diversity and Inclusion

Essential:

- Demonstrable commitment to fairness and the principles of equality and inclusion.

Terms and Conditions

Diversity

We value diversity and strive to create a fairer, more equitable work environment for our staff and students. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

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.

MU Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

Annual Leave

30 days per annum plus eight Bank Holidays and seven University Days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Travel to Hendon Campus

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.

Public Transport

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

Parking

There are currently Regular Parking Permits and Pre-Paid Parking options available to new joiners. Further details are available on the Travel and Transport page on the staff intranet. Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

Parking for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

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 Lydia Horstman, Head of Communications, L.Horstman@mdx.ac.uk