## JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>PR and Media Officer</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing &amp; Communications</td>
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<tr>
<td>Job type</td>
<td>Professional Services</td>
</tr>
<tr>
<td>Grade:</td>
<td>6</td>
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<tr>
<td>Accountable to:</td>
<td>Head of PR and Media</td>
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<tr>
<td>Accountable for:</td>
<td>N/A</td>
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### Purpose of the Post
To deliver a creative, effective, responsive and proactive PR and media relations service that contributes to strengthening Royal Holloway's reputation and supporting its growth ambitions.

### Key Tasks

1. Proactively identify, plan, own and deliver targeted and creative media relations and PR activity across owned and earned channels in order to enhance the university’s profile and reputation across local, national and international audiences.

2. Work collaboratively with the wider Marketing and Communications teams to deliver identified elements of joined up communications plans, ensuring content, information and ideas the role is responsible for are owned, approved and shared appropriately.

3. Plan, research, create and distribute media materials including written copy, photography, video and creative multimedia content for print, web and social media platforms, ensuring all appropriate internal and external approvals have been obtained.

4. Identify in advance relevant dates, events and news hooks and harness them as agreed to achieve high quality media coverage and / or raise awareness of Royal Holloway and its strengths. Maintain and develop the PR and media calendar accordingly.

5. Monitor and evaluate Royal Holloway’s media coverage, preparing updates to the wider team and evaluation reports detailing achieved coverage delivered against targets and objectives.

6. Maintain and develop a network of contacts including local, national and international journalists and influencers.
7. Maintain an awareness of and monitor the current news agenda, higher education agenda and the student recruitment cycle. Use this to identify new media trends and PR opportunities as well as to identify opportunities to promote relevant stories and offer internal experts to provide commentary.

8. Provide an efficient and effective response service to all media enquiries, linking the media to expert commentators as appropriate. Take responsibility for developing reactive responses into proactive opportunities where possible, and to developing media contacts as appropriate.

9. Develop and grow relationships with colleagues across the university, in particular with the academic community.

10. Keep abreast of all of the major areas of the university’s work, and the research and teaching of Royal Holloway’s leading academics. Build relationships with key academics in order to develop successful PR plans to support major research projects and be recognised as a reliable source of detailed and up to date information regarding the university’s best research examples.

11. Support the university’s response to issues and crisis in order to protect the university’s reputation as directed by the Head of PR and Media or their delegate. Ensure issues are escalated appropriately to senior colleagues.

12. Create, manage and update engaging content for defined pages on the university’s website.

13. Plan, prepare and source content for the university’s local community newsletter which is published and distributed locally three times a year. Work with the Head of PR and Media to finalise content, design and printing. The PR and Media Officer is also responsible for keeping local community noticeboards up to date and supporting community engagement activity as required.

14. Contribute to providing an out-of-hours media response capability and undertake out-of-hours activities in accordance with the university’s TOIL policy.

15. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and National Student Survey completion.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.