



JOB DESCRIPTION

Job Title:	PR and Media Manager
Department / Unit:	Marketing and Communications
Job type	Full Time, Fixed Term (Maternity Cover)
Grade:	7
Accountable to:	Head of PR and Media
Accountable for:	
Purpose of the Post	
To manage the delivery of creative, effective, responsive and proactive PR and media relations campaigns and activities that contribute to strengthening Royal Holloway's reputation.	
Key Tasks	
<p>The main responsibilities of the post are:</p> <ol style="list-style-type: none"> 1. Proactively identify, plan and lead the delivery of 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. Lead PR and media relations workstreams within the context of joined up Marketing and Communications campaigns, ensuring all relevant opportunities with news, special interest and consumer media channels are considered. 3. Be recognised by academic and Marketing and Communications colleagues as a reliable, responsive and creative communications professional who can help to raise the profile of Royal Holloway through national and international media coverage concerning the university's research, excellence in teaching and outstanding student experience. 4. Develop and maintain a detailed knowledge and understanding of the university's best current research programmes. 5. Identify, plan and manage the delivery of creative and engaging consumer media and PR activity in support of student recruitment. 	

6. Monitor the national and higher education news agenda in order to be proactive in identifying opportunities for Royal Holloway to comment or contribute to the news agenda. Lead the follow through as agreed.
7. Lead the creation of appropriate engaging and creative content to support PR and media relations activity. Content might include, but is not limited to multimedia content, written media materials or creative photography. It is the responsibility of this role to also ensure all appropriate internal and external approvals have been obtained.
8. Develop and maintain an established network of media contacts among local, national and international journalists and influencers.
9. Deliver an effective response service to all media enquiries, linking the media to expert commentators as appropriate. Take responsibility for developing reactive responses into proactive opportunities and to develop media contacts also as appropriate.
10. Support community engagement activity, including liaison with local, regional and national stakeholders and elected representatives.
11. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.
12. Champion a digital first approach to activity planning and execution, ensuring content is appropriately targeted, impactful and engaging.
13. Create, manage and update engaging content for defined pages on the university's website. Contribute content for Royal Holloway's research twitter feed.
14. 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.
15. Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment and in any tailored narrative developed to support the internal group, strategic need or audience segment.
16. Contribute to providing an out-of-hours media response capability and undertake out-of-hours activities in accordance with the university's TOIL policy.
17. Volunteer time during the working day to support university priorities such as, but not limited to, Graduation and National Student Survey (NSS) completion.
18. Any other duties as commensurate with the role.

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.

Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:

- Chief Marketing Officer
- PR and Media Officer
- Colleagues across the Marketing and Communications Directorate
- Academics