



## JOB DESCRIPTION

<b>Job Title:</b>	PR and Media Manager (StoryFutures Academy / Festival UK* 2022)
<b>Department / Unit:</b>	Marketing and Communications Directorate
<b>Job type</b>	Full Time, Fixed Term
<b>Grade:</b>	7
<b>Accountable to:</b>	Head of PR and Media
<b>Accountable for:</b>	
<b>Purpose of the Post</b>	
<p>To manage the delivery of creative, effective, responsive and proactive PR and media relations campaigns and activities that contribute to the promotion of the StoryFutures Academy project which has been commissioned for Festival UK* 2022.</p> <p>Festival UK* 2022 will take place across England, Northern Ireland, Scotland and Wales. It will deliver a programme of ground-breaking new commissions with the ambition of reaching millions, bringing people together and promoting the UK's creativity to the world. StoryFutures Academy is lead partner for one of the ten projects selected to form the commissioned programme. Our project is an experiment in film, broadcast and augmented reality, public archives, digital access and immersive storytelling asking who are we? Where did we come from and where are we headed?</p> <p>StoryFutures Academy is run by Royal Holloway, University of London, and the National Film and Television School (NFTS). StoryFutures Academy has a focus on training and up-skilling industry professionals working in the creative sector, in using immersive storytelling technologies.</p>	
<b>Key Tasks</b>	
<p>The main responsibilities of the post are:</p> <ol style="list-style-type: none"><li>1. Develop and deliver a national and regional PR and media strategy for the StoryFutures project which has been commissioned for Festival UK* 2022.</li><li>2. Proactively identify, plan and lead the delivery of targeted and creative media relations and PR activity across owned and earned channels, including the website and social media accounts in order to promote the StoryFutures Festival UK* 2022 project across local, regional, national and international audiences.</li></ol>	

3. Liaise with key communications contacts across all project partners to maximise PR and media opportunities to raise the profile of the project and to ensure a consistent approach to all communications and PR activity.
4. Be the key point of contact with the Festival UK\* 2022 central communications team, collaborating with Festival UK\* 2022 and professionally disseminating information with colleagues and partners as required.
5. Lead on researching, creating and curating engaging content throughout the duration of the project to support PR and media activity. Content might include but is not limited to multimedia content, written media materials or creative photography.
6. Develop and maintain a detailed knowledge of the StoryFutures project and the involvement of Royal Holloway's research programme/academics and how other partners are involved in different elements of this project. Develop and maintain networks internally and externally. Monitoring the national, creative industries and higher education news agenda in order to be proactive in identifying opportunities for the project team to comment or contribute to the news agenda. Lead the follow through as agreed.
7. Develop and maintain an established network of media contacts among local, regional, trade, national and international journalists and influencers.
8. Engage local people and communities through targeted PR and media activity, providing support for the delivery of digital outreach and social media advertising campaigns.
9. Deliver an effective and efficient response service to all media enquiries, handling crisis and issues as required and linking the media to expert commentators as appropriate. Take responsibility for developing reactive responses into proactive opportunities where appropriate.
10. Develop messaging around the project and prepare a crisis communications plan for potential issues and media enquiries in order to protect the reputation of the project and its partners. Implement as necessary and ensure issues are escalated appropriately to senior colleagues.
11. Champion a digital first approach to activity planning and execution, ensuring content is appropriately targeted, impactful and engaging.
12. Ensure the integrity of the StoryFutures and the Royal Holloway and NFTS 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.
13. Oversee monitoring, reporting and evaluation of PR and media activity and coverage for the project
14. 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 project and the College. The post holder will be expected to undertake other duties as appropriate and as requested by the Head of PR and Media at Royal Holloway.

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 at Royal Holloway
- Director of StoryFutures at Royal Holloway
- PR and Media Manager at Royal Holloway
- PR and Media Officer at Royal Holloway
- Marketing and Communications Manager, StoryFutures Academy based at NFTS
- Communications contacts across project partners: British Film Institute (BFI), ISOdesign - Nexus Studios, The Reading Agency, Uplands TV, Produce UK
- Communications team at Festival UK\* 2022
- Academics at Royal Holloway
- Colleagues across the Marketing and Communications Directorate at Royal Holloway