



## JOB DESCRIPTION

<b>Job Title:</b>	PR and Media Officer
<b>Department / Unit:</b>	Marketing and Communications
<b>Grade:</b>	RHUL 6
<b>Accountable to:</b>	Head of PR and Media
<b>Accountable for:</b>	N/A
<b>Purpose of the Post</b>	
To deliver a creative, effective, responsive and proactive PR and media relations service that contributes to strengthening Royal Holloway's reputation and which supports its strategic ambitions.	
<b>Key Tasks</b>	
<p><b>The main responsibilities of the post are:</b></p> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>3. Plan, research, create and distribute creative content to support PR and media relations activity. Content might include, but is not limited to, written media materials, creative photography and creative multimedia content for print, web and social media platforms, ensuring all appropriate internal and external approvals have been obtained.</li> <li>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.</li> <li>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.</li> <li>6. Maintain and develop a network of contacts including local, national and international journalists and influencers.</li> </ol>	

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 and to develop 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. Manage and continue to develop Royal Holloway's research twitter feed, creating and maintaining a planned schedule of content for the channel.
13. Plan, prepare and source content for the university's local community e-newsletter which is issued four times a year. Work with the Head of PR to finalise content. The PR and Media Officer also supports 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 university priorities such as, but not limited to, Graduation and National Student Survey (NSS) completion.
16. 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 Manager  
 PR and Media Manager for StoryTrails  
 Colleagues across the Marketing and Communications Directorate  
 Royal Holloway Volunteering  
 Academics

### PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

**Job Title:**

**Department:**

	Essential	Desirable	Tested by Application Form/Interview/Test
<b>Knowledge, Education, Qualifications and Training</b>			
Educated to degree level	x		Application form
CIM or CIPR qualification		x	Application form
<b>Skills and Abilities</b>			
Excellent written and verbal communication skills	x		Application form and test
Evidence of having written a range of PR content, for example press releases, articles, web copy, social media copy etc	x		Application form
Ability to proactively identify, plan and deliver creative media relations and PR activity across owned and earned channels	x		Test and interview
Ability to foster strong and productive relationships with journalists and influencers	x		Interview

Ability to manage own workload and work to deadlines	x		Interview
Excellent social media skills with the ability to develop creative PR content for social media platforms	x		Application form and interview
<b>Experience</b>			
Experience in having worked in a busy media relations / PR / communications team, in house or in agency	x		Application form
Strong track record in developing and delivering targeted media relations campaigns	x		Application form and interview
Examples of having harnessed the news agenda to create an impactful media story	x		Application form and interview
Experience of handling volume media enquiries	x		Interview
Experience of supporting an organisation in a crisis or through an issue	x		Interview
Experience of monitoring and evaluating media coverage	x		Interview
Knowledge or familiarity with website content management systems		x	Interview
Experience of using video and photo editing software or aptitude/enthusiasm to learn. For example, Adobe Premiere Pro, Adobe Photoshop and Adobe InDesign would be an advantage		x	Interview
<b>Other requirements</b>			
Ability to work out of office hours	x		Interview