



Job Description

Job Title:	External Communications Officer
Faculty/Directorate/Department:	Marketing & Communications
Job type:	Professional Services
Grade:	6
Accountable to:	Head of External Communications
Accountable for:	N/A
Purpose of the Post	
To deliver a creative, effective, responsive and proactive media and external communications service that contributes to strengthening Royal Holloway's reputation, and which supports its strategic ambitions.	
Key Tasks	
The main responsibilities of the post are: 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 creative content to support external communications 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. 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 Communications and Events Group editorial and content calendar accordingly. 5. Monitor and evaluate Royal Holloway's media coverage and impact, preparing updates to the wider team and evaluation reports detailing achieved results 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 communications 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, including its innovative education and transformative research. Build relationships with key academics in order to develop successful communications 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 education and research examples.
11. Identify communications content and opportunities to promote the Royal Holloway student experience.
12. Support the University's response to issues and crisis in order to protect the University's reputation as directed by the Head of External Communications or their delegate. Ensure issues are escalated appropriately to senior colleagues.
13. Create, manage and update engaging content for defined pages on the University's website. Work closely with colleagues in the Digital Communications team to provide and maintain a planned schedule of content across the University's main social channels.
14. 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 External Communications to finalise content. The External Communications Officer also supports community engagement activity as required.
15. Contribute to providing an out-of-hours media response capability and undertake out-of-hours activities in accordance with the University's TOIL policy.
16. Volunteer time during the working day to support University priorities such as, but not limited to, Open Days, Graduation and National Student Survey (NSS) completion.
17. 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 University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

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

Our Values

Advancing equity and inclusion is central to our identity as a University of Social Purpose, guided by our values of being Respectful, Innovative, Open, and Daring. We strive to build a fair and inclusive environment for all colleagues and students, where we challenge ourselves and others with integrity, and approach difference with understanding and kindness. Every member of our community is expected to treat others with dignity, work collaboratively across a wide range of backgrounds and perspectives, and contribute to a place where everyone can participate fully and feel valued.

Person Specification

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

Job Title: External Communications Officer **Department:** Marketing & Comms

Criteria	Essential	Desirable
Knowledge, Education, Qualifications and Training		
Educated to degree level or equivalent experience	x	
CIM or CIPR qualification		x
Skills and Abilities		
Excellent written and verbal communication skills	x	
Evidence of having written a range of content, for example: press releases, articles, web copy, social media copy etc	x	
Experience of proactively identifying, planning and delivering creative media relations and PR activity across owned and earned channels	x	
Experience of fostering strong and productive relationships with journalists and influencers	x	
Ability to manage own workload and work to deadlines	x	
Excellent social media skills with the ability to develop creative content for social media platforms	x	
Experience		
Experience in having worked in a busy media relations / PR / communications team, in house or in agency	x	
Experience in translating complex information into impactful and engaging copy and content	x	
Strong track record in developing and delivering targeted media relations campaigns	x	
Examples of having harnessed the news agenda to create an impactful media story	x	
Experience of handling multiple media enquiries simultaneously	x	
Experience of managing a wide variety of stakeholder relationships	x	
Experience of supporting an organisation in a crisis or through an issue	x	
Experience of monitoring and evaluating media coverage	x	
Knowledge or familiarity with website content management systems		x
Experience of using video and photo editing software, or aptitude/enthusiasm to learn.		x
Other Requirements		

Ability to work out of office hours	x	
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