

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	PR Officer				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford				
JOB NUMBER	MR1033	GRADE	6	DATE	August 2013
REPORTS TO	PR Manager				

CONTEXT

This PR Officer post is within the University's Press Office, part of the Communications, Development & Marketing Department. The post holder will be expected to act as a member of the wider Marketing team and provide cover across the team where necessary.

JOB PURPOSE

Reporting to the PR Manager this post holder will support the development and implementation of a proactive and exciting PR strategy for the University of Lincoln. The post holder will contribute to the objectives of the unit, which are to manage engagement with our publics, including government and media, and to positively support the objectives of the University to include increasing recruitment, profile raising and building the reputation in the UK and overseas across our portfolio.

The post will support the implementation of communications with University staff on significant issues and support communications activities, such as sponsorship, events and publications.

KEY RESPONSIBILITIES

Planning and Development

The post holder will:

Contribute to the development of the University's internal and external communication strategies.

Be a media expert for the University and provide specialist advice to Colleges on press issues around generating PR coverage, managing crisis and developing and distribution press stories.

Use expertise to produce media plans to raise the profile and build the reputation of specific Colleges, Schools and Departments regionally, nationally and internationally.

Work with local, national and international journalists and develop excellent relationships to engender positive media coverage of the University.

Contribute to internal communications and provide advice to senior University staff on how to manage stories and the reputation of the institution externally.

Copywrite and manage the distribution of information in an appropriate way to avoid negative impact on the University's reputation.

Undertake press cuttings and analysis and provide reports on PR coverage.

Keep up to date on news stories affecting the University of Lincoln and the wider Higher Education sector.

Support sponsorship and events activities to maximise PR coverage.

External Communications

The post holder will:

Manage enquiries from the media, identify stories to build the positive reputation of the University nationally, internationally and locally. The job holder will provide media briefings and arrange interviews, photo calls and press conferences as required.

Use expert knowledge and experience to identify the need to achieve media coverage at key times to safeguard the University's reputation. Advise senior management and devise appropriate press releases, stories and activities.

Devise appropriate stories to generate positive coverage of the University and work with College and University staff to deliver these.

Develop relationships with media and journalists with regard to specific Colleges and work with the team to identify opportunities for media coverage over a 12 month period.

Strategically prepare a media schedule and promote this to journalists for the benefit of the University.

Plan and organise press conferences.

Maintain excellent relationships with journalists and develop an understanding of their agendas to achieve appropriate placement of stories.

Work closely with staff across the University to respond effectively to media enquiries.

Identify, prepare and distribute press releases, captions, photos and news to maximise media coverage of the University of Lincoln.

Support sponsorship, events, launches and events to maximise media coverage of the University of Lincoln.

Monitor local, national and international media coverage of the University and alert the PR Manager to any coverage which could impact on the University's reputation.

Collate and archive press releases and media coverage and collate and distribute media reports to key staff, as appropriate.

Create and manage appropriate contact lists using a media contacts database.

Oversee the development of the University's database of academic experts and maintain and proactively extend it.

Manage, maintain and proactively extend the University's database of student achievement, working in conjunction with other university areas including Alumni & Fundraising and Careers & Employability.

Take photographs as and when required, in line with University priorities.

Work with external agencies as required.

Support the PR Team and wider Marketing function

Use the appropriate style, tone of voice and key messages in communications to help promote the University's profile externally

Cover day-to-day elements of the PR Manager, and Staff and Student Communications Manager roles in their absence.

Occasional copywriting and proofreading for University publications in both print and online.

Management

The post holder will:

Arrange media training and support to University staff. This will include the development of materials and devising appropriate presentations and modifying these for different audiences.

Manage the external reputation of the University by appropriate presentation of information and stories in the media.

Maintain accurate records of all press releases issued and coverage received.

Raise purchase orders and adhere to University Finance regulations.

Liaison

The post holder will:

Work closely with the University senior management team and all marketing staff.

Work closely with Heads of School and other staff in Colleges to manage the involvement of professional and academic staff in PR activities.

Work closely with College colleagues to ensure that activities and information are relevant and accurate and in line with University and College objectives and priorities.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role
<p>The postholder will: Support colleagues within the marketing function. Undertake ad hoc projects and work as directed by the PR Manager. Work outside of normal working hours when required.</p>

Key working relationships/networks	
Internal	External
Senior Team Heads of School and Directors of Service College and professional staff Marketing team Finance	Journalists and media planners - regionally, nationally and internationally Agencies (PR, media monitoring, distribution) Other Communications professionals and senior managers in partner organisations.

**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
• First degree in a relevant subject or equivalent.	E	AI
• Knowledge of PR evaluation techniques	D	AI
• Knowledge of HE	D	AI
Experience:		
Experience: • Previous press office experience	E	AI
• Keen news sense and strong track record in PR	E	AI
• Direct experience of preparing press releases, media briefings and other items for external communications.	E	AI
• Direct experience of writing, editing and proofreading publications	E	AI
• Direct experience of public relations practice.	D	AI
Skills and Knowledge:		
• High level of interpersonal skills	E	IP
• High level of communications (verbal and written)	E	AIP
• Excellent time management and prioritising skills	E	IP
Competencies and Personal Attributes:		
• Excellent written and spoken English	E	IP
• Commitment	E	IP
• Pro-active approach	E	IP

• Creative and innovative	E	IP
• Diplomatic	E	IP
• Able to stay calm in a crisis	E	IP
• Attention to Detail	E	IP
Business Requirements		
• Flexible in working hours – to accommodate occasional late nights and weekend working	E	I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	IR	HRBA	DB
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