



UNIVERSITY OF LINCOLN  
JOB DESCRIPTION

<b>JOB TITLE</b>	Senior Officer (PR and Internal Communications )				
<b>DEPARTMENT</b>	Communications, Development & Marketing				
<b>LOCATION</b>	Brayford Pool				
<b>JOB NUMBER</b>	CDM0036	<b>GRADE</b>	6	<b>DATE</b>	November 2020
<b>REPORTS TO</b>	PR and Internal Communications Manager				

**CONTEXT**

This role is part of a team within the University's Communications, Development & Marketing (CDM) Department which oversees media relations (Press Office) and staff/student communications (Internal Communications) activity. The role will be expected to act as a member of the wider Marketing team and provide cover across the team where necessary.

The team take a College-facing Business Partner approach to communications so each of the four University Colleges is aligned to one of the Communications Officers who develops a specialism for either Business, Science, Social Science or the Arts.

**JOB PURPOSE**

Reporting to the PR and Internal Communications Manager, this role supports the development and delivery of a proactive and exciting PR strategy for the University of Lincoln.

The post holder will contribute significantly to:

- Delivery of the objectives of the Press Office, which are to manage engagement with our publics, including government and media locally, nationally and internationally.
- Support the broader objectives of the University which include increasing recruitment, profile raising and building the reputation of the institution in the UK and overseas across our portfolio.
- Delivery of internal communications activity within the University community (staff and students), including on significant issues and campaigns.
- Supporting other marketing communications activities, such as sponsorship, events and content creation for online channels and publications.

## KEY RESPONSIBILITIES

### Planning and Organisation

- Contribute to the development and delivery of the University's internal and external communication strategies.
- Use expertise to produce media plans to raise the profile and build the reputation of specific Colleges, Schools and Departments regionally, nationally and internationally.
- Copywrite and manage the distribution of information to internal and external audiences in an appropriate way to avoid negative impact on the University's reputation.
- Provide media briefings and plan and organise interviews, photo calls and press conferences as required.
- Undertake media monitoring and analysis, using software systems provided and provide reports on PR coverage.
- Work closely with the Social Media team to monitor on-line opportunities and risks and maximise global communications penetration through creation of multi format content such as web and audio.
- Maintain accurate records of all press releases and media statements issued and coverage received.
- 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.
- Keep up-to-date on news stories and current affairs affecting the University of Lincoln and the wider higher education sector.

### Management of Resources

- Create and manage appropriate contact lists using a media contacts database.
- Contribute to the development of the University's database of academic experts and maintain and proactively extend it.
- Raise purchase orders and adhere to University Finance regulations.

### Liaison and Networking

- Work with local, national and international journalists and develop excellent relationships to engender positive media coverage of the University.
- Develop relationships with media and journalists with regard to specific subject areas and work with the team to identify opportunities for media coverage and strategically prepare media schedules and promote this to journalists for the benefit of the University.
- Work closely with staff across the University to respond effectively to media enquiries.

- Advise on appropriate mechanisms for internal communications for staff and students and support these activities or campaigns where appropriate.
- Support the PR team and wider Marketing function.
- Support sponsorship and events activities through PR.
- Contribute to the University's database of student and graduate achievement, working in conjunction with other university areas including Alumni Office and Careers & Employability Service.
- Work closely with Heads of School and other staff in academic Colleges to manage the involvement of professional and academic staff in PR and internal communications activities
- Work closely with College colleagues to ensure that PR and internal communications activities and information are relevant and accurate and in line with University and College objectives and priorities.
- Work closely with the University senior management team and all Marketing staff.
- Work with external agencies as required.

### **Creativity and Problem Solving**

- Create innovative and exciting newsworthy stories to generate media coverage, on-line and in print to enhance the reputation of the University and raise awareness.
- Identify, prepare and distribute PR materials, including press releases, images and other suitable content, to maximise positive media coverage of the University of Lincoln.
- Support sponsorship activities, PR events, launches and media visits to maximise media coverage of the University of Lincoln.
- Use expert knowledge and experience to handle media relations at key times to safeguard the University's reputation. Advise senior management and devise appropriate communications and activities.
- Use the appropriate style, tone of voice and key messages in communications to help promote the University's profile externally
- Contribute to internal communications and provide advice to senior University staff on how to manage stories and the reputation of the institution.
- Monitor local, national and international media coverage of the University using media monitoring software and press cuttings and alert line management to coverage which could impact on the University's reputation.
- Apply knowledge and judgement to determine the best approach from a number of identifiable solutions in order to resolve problems.

### **Decision Making**

- Be a media and communications expert for the University and provide specialist advice to Colleges on PR issues around generating media coverage, managing crisis and developing and delivering PR campaigns.
- Manage enquiries from the media and identify PR opportunities to build the positive reputation of the University nationally, internationally and locally.
- Support daily internal communications activities including maintenance of staff and student news sites and appropriate use of all staff and student emails.

### **Other Duties**

- Cover day-to-day elements of the PR and Internal Communications Manager role in their absence.
- Take photographs/create video as and when required, in line with University priorities.
- Undertake any staff development deemed necessary for the effective performance of duties assigned to the post.
- Adhere to financial procedures of the University and to all relevant legislation such as GDPR and the Consumer Rights Act.

**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

To support colleagues within the Communications, Development and Marketing function. Undertake ad hoc projects and work as directed by the PR and Internal Communications Manager. Work outside normal working hours when required.

### Key working relationships/networks

Internal	External
<ul style="list-style-type: none"><li>• CDM Senior Management Team</li><li>• Heads of School and Directors of Service</li><li>• College academic and professional services staff</li><li>• Marketing team</li><li>• Finance</li></ul>	<ul style="list-style-type: none"><li>• Journalists and media planners - regionally, nationally and internationally</li><li>• Agencies (PR, media monitoring, distribution)</li><li>• Other communications professionals and senior managers in partner organisations.</li><li>• Alumni.</li></ul>



**UNIVERSITY OF LINCOLN  
PERSON SPECIFICATION**

**UNIVERSITY OF  
LINCOLN**

<b>JOB TITLE</b>	Senior Officer (PR and Internal Communications)	<b>JOB NUMBER</b>	CDM0036
------------------	---	-------------------	---------

<b>Selection Criteria</b>	<b>Essential (E) or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b>
<b>Qualifications:</b>		
First degree in a relevant subject or equivalent experience	E	A/I
<b>Experience:</b>		
Previous PR experience in a press office or agency setting	E	A/I
Keen news sense and strong track record in PR	E	A/I
Direct experience of preparing press releases, media briefings and other items for external communications	E	A/I
Direct experience of writing, editing and proofreading publications	E	A/I
<b>Skills and Knowledge:</b>		
High level of communication skills (verbal and written)	E	A/I
Excellent time management and prioritising skills	E	A/I
Knowledge of PR evaluation techniques	D	A/I
Knowledge of higher education sector	D	A/I
<b>Competencies and Personal Attributes:</b>		
Commitment	E	A/I
Pro-active approach	E	A/I
Creative and innovative	E	A/I
Diplomatic	E	A/I
Able to stay calm in a crisis	E	A/I
Attention to detail	E	A/I
<b>Business Requirements:</b>		
Flexible in working hours – to accommodate occasional late nights and weekend working	E	A/I
Ability to travel	D	A
The University is committed to ensuring a positive work life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends.	E	

**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.

<b>Author</b>	ES	<b>HRBP</b>	JE
---------------	----	-------------	----