



Job Title: Media Relations Officer

Grade: 6

Salary: £28,756 to £33,309 per annum

Department: Communications, ERD

Hours/Contract: Full time, permanent

Job Family: Management and Administration

Reference: 3856

Role Purpose

Working within the Communications Team you will be delivering communications with a team of external and internal communications experts who drive the University's reputation, promote our ground-breaking research, improve staff morale and engagement and improve the student experience. The purpose is to support in the delivery the highest quality communications and excellent media management to ensure we improve our share of voice with a broad network of stakeholders and ultimately grow our impact and out-perform our competitors across the globe.

Main Duties and Responsibilities

- Research and write stories for the University website and media, including developing complex research based academic papers/scientific articles into easily accessible articles for website and the news media
- Deal effectively with media enquiries in a timely manner.
- Deal effectively with issues that could harm the University's reputation and draft reactive statements and Q&As.
- Coordinate and plan press campaigns to promote University research and other positive news stories.
- Proactively pitch academics for expert commentary and thought leadership pieces to relevant journalists.
- Build good relationships with academics and other contacts within the University.
- Build good relationships with relevant journalists locally, regionally and nationally.
- Work with the team to plan, manage and deliver PR campaigns, identifying opportunities to tap into the news agenda and using your creativity to deliver impactful results.
- Act as point of reference for academics wishing to seek advice and guidance on media related issues including running PR walk-in clinics to promote engagement with the press office within the Schools
- Help to maintain the news section of the University website by uploading stories.





- Arrange media interviews both on and off campus.
- Monitor media coverage and produce reports and provide regular updates for the Schools and Colleges on press office activity.

Internal and External Relationships

Internally

- Liaison, communication and relationship building with University schools and departments, to represent departmental activities and opportunities for research communications to meet objectives.
- Lead projects on behalf of the communications department, where research communications is the main driver, identify gaps or shortfalls in information and source information to fill them.
- Participate in project/working groups to represent departmental activities and proactively build opportunities for research communications to meet objectives.
- Daily interaction with wider marketing and digital engagement teams including the content and web team to ensure all stories are optimised on all channels in the right format.
- Close liaison and collaboration with academic colleagues in the development and delivery of pro-active and reactive press enquiries.
- Lead relating to research communications.
- Lead projects relating to research communications, as requested by the media relations manager.
- Working with senior management across the university on briefings and update for corporate events and activity.

Externally

- Creating a network of media and journalist contacts and external stakeholders.

Planning and Organising

Setting and monitoring the research communications forward plan in line with university strategy.

Liaising with individuals and departments, internally and externally advising of deadlines to ensure production and publication dates are met.

Responsible for planning the majority of personal workload, prioritising activities and managing time effectively.

A delivery-focussed approach with the ability to balance conflicting deadlines and priorities with the demands on time that are both pro-active and reactive.

The ability to work under pressure in crisis situations, remain calm and confident.

Qualifications, Knowledge and Experience

Essential

- Educated to degree level or equivalent experience of working in a communications or press office or environment*
- Experience of writing communications material such as research news stories, press releases,





web content or presentations*

- Experience of conducting research and analysis, summarising findings clearly to arrange of audiences*
- Experience of using digital communications channels and content management system to edit webpages*
- Experience of working in a busy office
- Experience of leading projects
- Excellent IT literacy (Microsoft Office, particularly Teams, Outlook, Word, Excel and PowerPoint)
- Previous experience of media management including news flow, digital editorial and publishing specifically by video, social media and digital platforms in delivering effective communications for a broad stakeholder base.

Skills, Abilities and Competencies

Essential

- Excellent writing, proofing and editing skills
- Excellent standards of accuracy, consistency and attention to detail
- Ability to work under pressure, to strict deadlines and budgetary controls
- Ability to convey messages in a clear and compelling way, tailored according to the audience and platform
- Strong research and analytical skills, and ability to summarise findings clearly
- Digital communications expertise in Microsoft, CMS, and digital reporting tools
- Able to act on own initiative and meet deadlines
- Able to suggest solutions and ways forward when escalating questions
- Highly organised and motivated with strong team and influencing skills
- Ability to prioritise tasks and have excellent time management skills
- High level of discretion over sensitive and confidential issues.

****Criteria to be used in shortlisting candidates for interview***

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of





high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

