

# Job Description



Position Details	
Faculty/Professional Support Service	External Relations
School/Department	Faculty Marketing
Division/Section/Unit	Health and Education Faculty Marketing Team
Job Title	Faculty Press and Communications Executive (Health and Education)
Vacancy No	Recruitment Team
Grade	Grade 6
Hours of Work	35 Hours per week
Contract Duration	Permanent
Reports To	Faculty Marketing Manager
Responsible For	N/A

## Principal Accountabilities

This postholder will be a key member of the Marketing Team in the Faculty of Health Psychology and Social Care (HPSC) and Faculty of Education, working closely with the Head of Faculty Marketing and Faculty Marketing Manager to deliver external and internal communications.

You will also work with the University's central Press Office to identify positive news stories and develop a culture in which news stories which would enhance the University's reputation are channelled where appropriate into the central Press Office. You will also work on developing Media and Public Relations activity, using a range of channels, including social and digital media to disseminate information about the faculties to a wide range of external (local, national and international) audiences.

You will work with academics and other colleagues to develop pro-active press relations, and, where necessary, reactive PR for both faculties.

Reporting to the Faculty Marketing Manager, the postholder will also be responsible for monitoring media and social media matters relevant to Faculty of HPSC and Education.

You will develop and implement a strategy to deliver internal communications within the faculties and assist in the development of relevant sections of a University-wide intranet system. Identify news stories that highlight

our strengths and expertise in the Faculty of HPSC and Education, and attract and manage our press coverage accordingly.

## Key Tasks

### *Press and Communications*

Develop media and public relations activity on behalf of the Faculty of Health, Psychology and Social Care and Faculty of Education.

To plan and prepare effective press releases for internal and external multimedia news releases, using text, photos, video and social media.

Identify and develop news stories which highlight our strengths and expertise in the Faculty of HPSC and Education, and attract and manage press coverage accordingly. Write tight, quick, engaging copy, collaborating with academic and research colleagues to produce news-ready copy. Research, identify and recommend relevant target publications and markets for the placement of stories as appropriate.

Work on developing and updating effective channels of communication with national and international TV and radio journalists, Faculty partners and stakeholders in the public and private sectors, both online and across traditional media.

To produce multimedia reports detailing coverage for senior management.

Provide copy editing and proof reading services for the wider Health and Education Faculty Marketing Team marketing team, ensuring consistency in tone and appropriate use of grammar and language.

Edit, upload and moderate the Faculty news streams on the University website.

### *External Communications*

Deliver a proactive news service, being the trusted in-house media advisor, identifying positive news stories and developing a culture in which news is channelled into the Press Office. Manage and execute positive proactive press relations, and, where necessary, reactive PR for both faculties.

To build and curate regional and national media contact lists, to support distribution of communications.

Track and analyse press coverage across print, digital, social media, broadcast and radio, with an indication of performance.

To support Faculty and central staff in media activity, identifying opportunities for media coverage, and to respond to media enquires to enhance and protect the reputation of the Faculties, establish and maintain good media relations.

Plan ahead for potential media opportunities around key deadlines, events in the academic calendar and national landmark dates such as National Teaching Week etc.

To contribute to out-of-hours media brand monitoring, including crisis management and the attendance of major incidents of media interest at short notice.

On a day-to-day operational basis, work with the wider Health and Education Faculty marketing team, to capitalise upon the current news agenda.

### *Internal Communications*

To oversee internal communications to the Faculties, such as internal news, events, appointments, research and other adhoc news.

Overseeing internal and external written materials, such as presentations, in-house journals, reports, website copy, promotional video and brochures.

Support where necessary major internal communications campaigns, working with colleagues from the Internal Communications Team (Examples include the National Student Survey and the Welcome Week campaigns.)

Assist in media training for Faculty staff and brief staff prior to media interviews, PR events and other media functions.

Support the integration of internal and external communications.

### *Team Working*

Actively participate as a member of Health and Education Faculty Marketing Team, wider faculties and Marketing and Communications teams, offering general help and guidance to others and ensure that work is completed on time and to standard.

To work with internal and external colleagues to organise and support the delivery of events.

Work with wider marketing team to support edit, upload, design and distribution of media.

Advise and support the senior management in broadcasting Faculty communications to a range of external (local, national and international) audiences, and to support and prepare academics in their work with the media.

Attend Faculty, Department and Programme meetings/boards as appropriate to proactively contribute to decision making.

Introduce new starters to the Faculties, giving training on basic skills and activities to assist their induction to the team.

## Special Features

Willingness to work in the evenings occasionally to deliver programmes scheduled at these times and to meet clients travelling long distances.

Willingness to travel occasionally – sometimes overnight – and to work across campuses.

Willingness to travel overseas as appropriate.

## Miscellaneous

You have a legal duty, so far as is reasonably practicable, to ensure that you do not endanger yourself or anyone else by your acts or omissions. In addition you must cooperate with the University on health and safety matters and must not interfere or misuse anything provided for health, safety and welfare purposes.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.

## Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the job holder.

# Person Specification

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

Selection Criteria				
Attributes	Item	Relevant Criteria	Identification Method	Rank
1 Skills & Abilities	1.1	Excellent writing skills including the ability to write for the web.	A/I	E
	1.2	Excellent media relations skills and contacts.	A/I	E
	1.3	Enthusiastic, proactive and motivated to effectively deliver projects on time.	A/I	E
	1.4	Ability to communicate clearly and effectively to people of widely differing skill levels across the organisation, both in writing and in person.	A/I	E
	1.5	Strong negotiation, influencing and persuasion skills.	I	E
	1.6	The ability to interpret key messages from complex information and data.	I	E
	1.7	An excellent team worker with strong proof reading skills.	I	E
	1.8	Excellent networking and interpersonal skills to build strong contacts and be a credible source of news for local and regional journalists.	I	E

2	General & Specialist Knowledge	2.1	Excellent knowledge of communications opportunities and techniques, a thorough understanding of design, communications, event photography, print and quality assurance issues.	A/I	E
		2.2	Knowledge of corporate, industry and professional standards and the constraints on communications activities (including but not limited to legal, technical, accessibility and security requirements).	A/I	E
		2.3	Awareness of current communications techniques including new media and the opportunities to utilise these techniques and technologies for internal and external communications purposes.	A/I	E

3	Education & Training	3.1	A degree or equivalent qualification.	A/C	E
		3.2	Journalism qualification & PR/Marketing qualification.	C	D
4	Relevant Experience	4.1	Awareness of current communications techniques including new media and the opportunities to utilise these techniques and technologies for internal and external communications purposes.	A	E
		4.2	Proven recent experience of planning and delivering major communications, media relations campaigns with demonstrably successful business outcomes.	I	E
		4.3	Experience of organising and prioritising own work, to reach decisions quickly and to work effectively in a busy environment.	A	E
		4.4	Experience of dealing with a range of people at different levels of an organisation and from different sectors and walks of life.	A	E
		4.5	Experience of dealing with a range of people at different levels of an organisation and from different sectors and walks of life.	A	E

Reward & Planning Only

		4.6	Experience of dealing with complex projects and and highly confidential information.	A	D
5	Special Requirements	5.1	Willingness to: <ul style="list-style-type: none"> <li>• travel and work across sites.</li> <li>• work occasional evenings.</li> <li>• work outside of normal working hours as and when required.</li> </ul>	I	E
<b>Date of Revision</b>		March 2021			
<b>Key</b>		<b>Identification Method</b>		<b>A</b>	Application For n
				<b>I</b>	Interview
				<b>T</b>	Test
				<b>C</b>	Copy of Certificates
				<b>P</b>	Presentation
				<b>G</b>	Group Assessment
		<b>Rank</b>		<b>E</b>	Essential
				<b>D</b>	Desirable