UNIVERSITY OF SUSSEX

1 Advertisement

Communications and External Affairs Division
Media Relations Manager

**Permanent Full-Time position**

**Salary range:** starting at £32,004 and rising to £38,183 per annum

**Closing date for applications:** 20 January 2017

**Expected interview date:** 30 January 2017

The University of Sussex is looking to recruit a Media Relations Manager to support three of its Schools that cover Arts/Humanities, Social Sciences and Sciences. The role sits within the University's Communications and External Affairs division and comes at an exciting time of growth for the division and University.

The Media Relations Manager will be responsible for building awareness and enhancing the reputation of their designated academic school/s by proactively promoting its work, staff and students.

A major part of the role will be researching, writing and disseminating stories which support the objectives of the academic school/s and University to national, local, online and specialist media. There is a requirement to translate sometimes complex information into a compelling narrative that has media relevance. Strong written and verbal communications skills are vital as are existing relationships with key media. The post-holder will also be required to work with communications colleagues on institutional stories as and when required to support the University’s strategic objectives.

A key element of the role will be to identify opportunities to develop stories across social media platforms using a variety of communications tactics to reach multiple audiences.

The post holder will be required to write annual and project public relations plans which demonstrate a sustained approach to promoting the school/s.

The ideal candidate will be an enthusiastic, self-motivated Communications practitioner with a strong eye for a story and top media handling skills. Some out of office and weekend working may be necessary.

For full details and how to apply see [www.sussex.ac.uk/jobs](http://www.sussex.ac.uk/jobs)

*The University of Sussex is committed to equality of opportunity*

2. Senior leadership and management

The Vice-Chancellor is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is supported by an executive group which includes the three Pro-Vice-Chancellors, the Registrar and Secretary, the Director of Finance and the Director of Human Resources. The Heads of the Schools of Studies at Sussex report to the Pro-Vice-Chancellors.

The Registrar and Secretary heads the Professional Services of the University. In addition, under the University Statutes, the Registrar and Secretary is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor. The Director of ITS reports to the Registrar and Secretary, and the Librarian reports to one of the Pro-Vice-Chancellors.
3. The School / Division

The Communications and External Affairs Division is responsible for enhancing the reputation of the University and ensuring the institution’s vision and aims are understood by a range of stakeholders including media, staff, students, government, business and the public. The division promotes the achievements of academics and researchers, as well as professional staff and students, and communicates the University’s academic and research offering as well as major developments related to the institution. It works with colleagues across the University to help maintain Sussex’s reputation as a world-class, innovative institution.

4. Purpose of the post:

The University of Sussex is looking to recruit a Media Relations Manager to support three of its Arts/Humanities, Social Sciences and Sciences Schools. The role sits within the University’s Communications and External Affairs division and comes at an exciting time of growth for the division and University.

The Media Relations Manager will be responsible for building awareness and enhancing the reputation of their designated academic school/s by proactively promoting its work, staff and students.

A major part of the role will be researching, writing and disseminating stories which support the objectives of the academic school/s and University to national, local, online and specialist media. There is a requirement to translate sometimes complex information into a compelling narrative that has media relevance. Strong written and verbal communications skills are vital as are existing relationships with key media.

A key element of the role will be to identify opportunities to develop stories across social media platforms using a variety of communications tactics to reach multiple audiences.

The post holder will be required to write annual and project public relations plans which demonstrate a sustained approach to promoting the school/s and which would be agreed with the relevant Head of School and Head of Communications.

The role will also require working with colleagues in the Communications Division on institutional stories and projects at certain times, such as graduation, University rankings and key strategic announcements.

The ideal candidate will be an enthusiastic, self-motivated Communications practitioner with a strong eye for a story and top media handling skills.

The post holder will report to the Head of Communications. Although the post holder will be part of the University’s central media relations team, they will need to establish strong, collaborative relationships with the relevant Heads of School and academic staff working within their delegated schools.

Some out of office and weekend working may be necessary.

Key Responsibilities:

- To develop and deliver a public relations plan for the academic school/s with input and approval from the Head of Communications and senior school staff
• To generate positive coverage in relevant media: national, local, online and specialist - for the academic school/s and University through pro-active media relations activity
• To build and nurture strong relationships with key journalists through regular face-to-face and telephone contact
• To respond promptly and accurately to media enquiries
• To be aware of the media agenda and proactively seek out media opportunities on the back of it to aid in the promotion of the academic school/s and University
• To advise academic school staff and other relevant University representatives on media issues
• To set up media interviews for school staff, providing full briefings and attendance as required
• To advise and support academics on how they can promote their research/work and raise their profile in the media
• To work with the Head of Communications on institutional media stories, projects and events
• To liaise with external communications agencies, when appropriate
• To liaise with relevant external stakeholders e.g. research funding bodies
• To assist in maintaining various press office systems
• To manage media specific events both on and off campus
• To identify where media training is required and manage this process with an external trainer and internal resources where appropriate
• To develop a range of media collateral including photography, video and audio clips, blogs, infographics and podcasts
• To draft blogs and content for the University’s social media channels
• To liaise with the Internal Communications team to co-ordinate news announcements for staff and students
• To monitor and work with the wider media relations team to evaluate media coverage
• To provide general media relations support as directed by the Head of Communications
• To work alongside professional services colleagues, such as marketing, social media and web content, to ensure a joined up approach to promotion of the academic school/s
• To increase understanding between the Communications and External Affairs division and the academic school/s

5. **Person Specification**

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<tr>
<th>SKILLS / ABILITIES</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Outstanding written and verbal communications skills</td>
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<td>Confident media handler with proven relationship building ability</td>
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<td>Creative skills in identifying social media content to enhance media stories</td>
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<td>Strong diplomatic skills with the ability to influence stakeholders to achieve outcomes</td>
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<td>Ability to interpret data and research to translate accurately into stories of interest to the media</td>
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<td>Ability to coordinate and prioritise workload for a variety of internal stakeholders</td>
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<td>Ability to develop and deliver PR plans that are strategic</td>
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and have longevity

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<tr>
<th>KNOWLEDGE</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Knowledge of a range of communications channels across print, broadcast and digital media</td>
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<td>Knowledge of journalists, influencers and opinion formers</td>
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<tr>
<th>EXPERIENCE</th>
<th>Essential</th>
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<td>Proven experience in a communications role</td>
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<td>Experience of developing and delivering proactive public relations plans and campaigns</td>
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<td>Experience in pitching stories to a range of journalists and delivering strong news and feature opportunities</td>
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<td>Experience in understanding organisational objectives</td>
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<td>Experience of successfully working with a range of internal and external stakeholders to develop opportunities</td>
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<td>Experience of a range of public relations elements including media relations, campaigns, event management and digital/social media</td>
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<td>Experience in media training and profile raising of media spokespeople</td>
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<td>Experience of coordinating and building strong relationships with communications colleagues</td>
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<td>Experience in reputational management including crisis communications</td>
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<td>Experience in securing media coverage in youth facing and/or international media</td>
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<th>QUALIFICATIONS</th>
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<tr>
<td>Educated to degree level or equivalent</td>
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<th>PERSONAL ATTRIBUTES AND CIRCUMSTANCES</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Confident and enthusiastic self-starter who thrives on achieving results</td>
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<td>An interest in trends and developments across academic fields covered by the University’s schools</td>
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6. **Terms and Conditions of the Post**

The following paragraphs are a brief summary of relevant Conditions of Service for Administrative Staff and Other Related Faculty in the University. The full conditions are available at: [http://www.sussex.ac.uk/humanresources/1-2-10-5.html](http://www.sussex.ac.uk/humanresources/1-2-10-5.html)
1. **Appointment**
   All appointments to the University are subject to the provisions of the Charter, Statutes, Ordinances and Regulations of the University. Administrative staff are expected to further the objectives of the University and in particular to exercise professional skill and judgement in administrative support of the University's teaching, research and other activities.

2. **Remuneration**
   Salary scales are available at: [http://www.sussex.ac.uk/humanresources/personnel/salaryscalesratesofpay](http://www.sussex.ac.uk/humanresources/personnel/salaryscalesratesofpay)

   The incremental date is 1 October. Unless otherwise stated, staff appointed between 1 April and 30 September inclusive receive their first increment on 1 October of the following calendar year.

   Salaries are paid on the last day of each month in arrears by bank credit transfer.

3. **Probation**
   Appointments are normally probationary for up to two years unless the condition is exceptionally waived or modified in the letter of appointment.

4. **Superannuation**
   Members of staff may (except in exceptional circumstances) join the national Universities Superannuation Scheme (USS) which is a contributory scheme. The University operates a salary exchange scheme for pension contributions.

5. **Holidays**
   The holiday entitlement is 30 working days a year (pro rata for part time staff) including days when the University operates a minimum service (at present 4 at Christmas, 2 at Easter), plus public/bank holidays, a total of 38 days a year (pro rata for part time staff).

6. **Hours of work**
   A full-time member of staff is expected to work for such reasonable periods as are necessary to carry out his or her duties. Hours of work are not specified, normal office hours are 9.00 am to 5.30 pm, Monday to Friday. Overtime payments are not made. Some out of hours and weekend working may be necessary.

7. **Leave**
   The University operates leave schemes for maternity, paternity, adoption, parental and dependants, on compassionate grounds, sickness and without salary. Further details are available at [http://www.sussex.ac.uk/humanresources/1-2-17.html](http://www.sussex.ac.uk/humanresources/1-2-17.html).

8. **Removal Expenses**
   A grant towards removal expenses may be made to members on moving to the local area to take up an appointment lasting more than twelve months. The maximum amount payable will normally be £2,500, details can be found at [http://www.sussex.ac.uk/humanresources/documents/removalexpenses.pdf](http://www.sussex.ac.uk/humanresources/documents/removalexpenses.pdf).

9. **Other matters**
   Documents published by the University from time to time and referred to in the Conditions of Service of Faculty can be found at: [http://www.sussex.ac.uk/humanresources/documents/complete-documents.pdf](http://www.sussex.ac.uk/humanresources/documents/complete-documents.pdf)
Members of staff are normally expected to reside within 20 miles of the University. All documents referred to can be requested from Human Resources on 01273 877769 or at Room 338 Sussex House, Falmer, Brighton BN1 9RH.