

1 Advertisement

Post Title: Media Relations Manager

School/department: Communications, Marketing and Advancement

Hours: Part-time hours considered up to a maximum of 0.6 FTE

Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 6252

Salary: starting at £34,404 to £40,927 per annum, pro rata if part time

Placed on: 17 September 2021

Closing date: 21 October 2021. Applications must be received by midnight of the closing date.

Expected Interview date: TBC

Expected start date: ASAP

The University of Sussex is looking to recruit a part-time Media Relations Manager to manage the University's reputation in the media and support three of its Schools in the Social Sciences and Sciences. The role is a job-share position working for three days a week (currently Monday, Thursday and Friday). The role sits within the University's Communications, Marketing and Advancement division and comes at an exciting time of change for the division and University.

Together with their job-share partner, the Media Relations Manager will be responsible for enhancing the reputation and profile of their designated academic schools by proactively promoting their students, staff, research and the teaching and learning experience.

As a key member of a high-functioning media relations team, a major part of the role will be researching, writing and disseminating stories that support the objectives of the academic school/s and University to national, local, online and specialist media. There is a requirement to translate complex information into compelling narratives that have media relevance. A particular emphasis will be in creating opportunities to share student stories to multiple audiences.

Strong written and verbal communications skills are vital as is a strong track record of developing fruitful and lasting relationships within the news media.

The post-holder will support the Head of Corporate Communications to successfully manage the University's reputation in the media and will need to be confident and experienced in communications handling of crises and issues.

A key element of the role will be to identify opportunities to enhance the reach of 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 that demonstrate a thorough understanding of strategic communications planning and a sustained approach to promoting their schools.

The ideal candidate will have either a background in journalism or experience working in a busy press office. They will be an enthusiastic, self-motivated individual with an excellent working knowledge of the news media, a strong eye for a story and top media handling skills. Some out-of-office and weekend working will be necessary on a rota basis. An ability to work flexibly with a job-share partner will be essential.

Please contact James Hakner at j.m.hakner@sussex.ac.uk for informal enquiries.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

Please find further information regarding the school/division at <http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement>

3. Job Description

Job Description for the post of: Media Relations Manager

Department: Media Relations

Section/Unit/School: Communications, Marketing and Advancement

Location: Sussex House (Falmer) + up to 50% remote working

Grade: 7

Responsible to: Head of Corporate Communications

Responsible for: N/A

Purpose of the post:

The University of Sussex is looking to recruit a part-time Media Relations Manager to support three of its Schools in the Social Sciences and Sciences. The role is a job-share position working for three days a week (currently Monday, Thursday and Friday). The role sits within the University's Communications, Marketing and Advancement division and comes at an exciting time of change for the division and University.

Together with their job-share partner, the Media Relations Manager will be responsible for enhancing the reputation and profile of their designated academic schools by proactively promoting their students, staff, research and the teaching and learning experience.

As a key member of a high-functioning media relations team, a major part of the role will be researching, writing and disseminating stories that support the objectives of the academic school/s and University to national, local, online and specialist media. There is a requirement to translate complex information into compelling narratives that have media relevance. A particular emphasis will be in creating opportunities to share student stories to multiple audiences.

Strong written and verbal communications skills are vital as is a strong track record of developing fruitful and lasting relationships with the news media.

The post-holder will support the Head of Corporate Communications to successfully manage

the University's reputation in the media and will need to be confident and experienced in handling crises and issues.

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 that demonstrate a thorough understanding of strategic communications planning and a sustained approach to promoting their schools.

The ideal candidate will be an enthusiastic, self-motivated individual with an excellent working knowledge of the news media, a strong eye for a story and top media handling skills. An ability to work flexibly with a job-share partner will be essential.

The post holder will report to the Head of Corporate 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 be shared with the job-share partner):

- To generate positive and impactful 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 and influential journalists
- To respond promptly and accurately to incoming media enquiries
- To set up media interviews for school staff, providing full briefings and attendance as required
- To work with the Head of Corporate Communications on institutional media stories, statements and issues handling
- To develop and deliver a public relations plan for the academic school/s with input and approval from the Head of Corporate Communications and senior school staff
- To advise academic school staff and other relevant University representatives on media issues
- To advise and support academics on how they can promote their research/work and raise their profile in the media
- To assist in maintaining and improving various media relations systems and processes, including media monitoring and reporting
- To develop a range of media collateral including photography, video and audio clips, blogs, infographics and podcasts
- To identify where media training is required and manage this process with an external trainer and internal resources where appropriate
- To proactively seek new and creative ways to share news and information about our students at Sussex and support our aim to provide the best experience possible for our students

4. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
Outstanding written and verbal communications skills	x	
Confident media handler with proven relationship building ability	x	
Skilled in developing creative content to enhance media stories	x	
Strong diplomatic skills with the ability to influence stakeholders to achieve outcomes	x	
Ability to interpret data and research to translate accurately into stories of interest to the media	x	
Ability to coordinate and prioritise workload for a variety of internal stakeholders	x	
Ability to develop and deliver PR plans that are strategic and have longevity	x	

KNOWLEDGE

	Essential	Desirable
Knowledge of a range of communications channels across print, broadcast and digital media	x	
Extensive knowledge of the news media	x	
Knowledge of social media influencers and opinion formers		x

EXPERIENCE

	Essential	Desirable
Proven experience in a communications or journalism role	x	
Experience of developing and delivering proactive public relations plans and campaigns	x	
Experience in pitching stories to a range of journalists and delivering strong news and feature opportunities	x	
Experience in understanding organisational objectives	x	
Experience of successfully working with a range of internal and external stakeholders to develop opportunities	x	
Experience of a range of public relations elements including media relations, campaigns, event management and digital/social media	x	
Experience in media training and profile raising of media spokespeople		x
Experience of working within a PR agency or 'business partnering' communications model		x
Experience in reputational management, such as crisis communications or issues management	x	
Experience in securing media coverage in youth facing and/or international media		x

QUALIFICATIONS

Essential Desirable

Educated to degree level or equivalent		x
--	--	---

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Confident and enthusiastic self-starter who thrives on achieving results	x	
An interest in trends and developments across academic fields covered by the University's schools		x