

## 1 Advertisement

**Post title: Media Relations Manager**

**Department:** Communications, Marketing and Advancement Division

**Hours:** Full time. Requests for flexible working options will be considered (subject to business need).

**Contract:** Permanent

**Reference:** 8252

**Salary range:** starting at £34,404 to £40,927 per annum

**Placed on:** 4 April 2022

**Closing date:** 13 May 2022

**Expected interview date:** TBC

**Expected start date:** ASAP

The University of Sussex is looking to recruit a Media Relations Manager to work within the media relations team which promotes the University's world-leading research, its positive impact in the world and the vibrant individuals which make up its campus community.

This is a dynamic role which will see the post-holder working proactively to secure media coverage on planned campaigns, as well as swiftly to spot opportunities to place comments by academic experts on breaking news stories. The role also requires the ability to handle sensitive media stories with care.

The post-holder will be responsible for promoting a group of the University's academic schools and will secure media coverage for its students, staff, research and the teaching and learning experience.

The post holder will be required to write media relations plans in line with the organisation's strategic goals to promote the University and its research. The role will include developing stories using a variety of communications tactics and social media platforms to reach multiple audiences.

The ideal candidate will be an experienced communications practitioner with a strong eye for a news story, top media handling skills, and a collegiate approach to team-working. They will thrive on turning complex subject matters into engaging copy and content, and have strong communications skills and journalist contacts. An ability to work collaboratively with others within the team and wider organisation is critical.

The recruitment comes at an exciting time for our new and developing Communications, Marketing and Advancement division, and for the University which is about to welcome a new Vice Chancellor.

Staff are working in a hybrid way at present, with up to half of the time from home, and the rest from the office. Some out of office and weekend working will be necessary.

Please contact Anna Ford at [a.ford@sussex.ac.uk](mailto:a.ford@sussex.ac.uk) for informal queries.

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

## 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. The University has a Provost who is Sussex's most senior academic, overseeing all Schools. The Vice Chancellor is supported by the University Executive Group.

## 3. The School / Division

The Communications, Marketing and Advancement Division is home to the teams covering Admissions, the Attenborough Centre for the Creative Arts, Campaigns, Development and Alumni Relations, Digital and Creative Media, Global Engagement, Graduation and Events, Internal Communications, International Office, Marketing, Media Relations, Public Affairs, and UK Student Recruitment and Widening Participation.

Further information can be found here: [Communications, Marketing and Advancement : Professional Services : Schools and services : University of Sussex](#)

## 4. Job description

Job description for post of: Media Relations Manager

Department: Media Relations

Section/Unit/School: Communications, Marketing and Advancement

Grade: 7

Responsible to: Head of Media

Responsible for: N/A

### **Purpose of the post:**

The Media Relations Manager will work within the media relations team which promotes the University's world-leading research, its positive impact in the world and the vibrant individuals making up its campus community.

This is a dynamic role which will see the post-holder working proactively to secure media coverage on planned campaigns, as well as to swiftly spot opportunities to place comments by academic experts on breaking news stories. The role also requires the ability to handle sensitive media stories with care.

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The recruitment comes at an exciting time for our new and developing Communications, Marketing and Advancement division, and for the University which is about to welcome a new Vice Chancellor.

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**Key Responsibilities:**

- To generate positive coverage in relevant media- national, local, specialist - for the academic schools 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 develop and deliver media relations plans for selected academic schools with input and approval from senior communications and school staff
- To respond promptly and accurately to media enquiries
- To write press releases and create other content, including for social media, as necessary
- 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 schools and University
- To advise academic school staff and other relevant University representatives on media issues
- To proactively seek new and creative ways to share news and information about our students and alumni at Sussex and support our aim to provide the best experience possible for our students
- 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 senior communications colleagues 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 liaise with internal communications colleagues to co-ordinate news announcements for staff and students
- To work with media relations colleagues to monitor, evaluate and report on media relations coverage
- To provide general media relations support as directed senior communications colleagues
- To work alongside professional services colleagues, such as marketing, social media, video and web content, to ensure a joined up approach to promotion of the University's work
- To increase understanding between the Communications, Marketing and Advancement division and the academic schools

## 5. Person Specification

### SKILLS / ABILITIES

	Essential	Desirable
Outstanding written and verbal communications skills	x	
Confident media handler with proven relationship building ability	x	
Skills in creating and commissioning social media 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	
Knowledge of journalists, influencers and opinion formers	x	

### EXPERIENCE

	Essential	Desirable
Proven experience in a media relations 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, video and digital/social media	x	
Experience in media training and profile raising of media spokespeople	x	
Experience of coordinating and building strong relationships with communications and other colleagues	x	
Experience in reputational management including crisis communications		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
Appreciation for the values of the University which are: kindness, integrity, inclusion, collaboration and courage	x	