

## JOB DESCRIPTION

<b>Job Title:</b>	PR and Marketing role	<b>Grade:</b>	SP7
<b>Department:</b>	Greenwich Bright	<b>Date of Job Evaluation:</b>	June 2017
<b>Role reports to:</b>	Greenwich Bright Director, Greenwich Bright Operations Manager, Client Supervisor		
<b>Direct Reports</b>	Greenwich Bright Director, Greenwich Bright Creative Director, Greenwich Bright Operations Manager, Client Supervisor		
<b>Indirect Reports:</b>	Client Senior Supervisor , Greenwich Bright Lead for Creative Industries,		
<b>Other Key contacts:</b>			
This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.			

Greenwich Bright are looking for PR and Marketing students to work with partner organisations.

Greenwich Bright provides opportunities for students to work with clients in an area applicable to their programme of studies. They are increasingly needing students with good PR skills to assist with a number of clients to help produce and manage PR material and content across a number of platforms.

The successful candidates will be adaptable, able to develop strategies and content using the appropriate tone to meet client's requirements, and develop ideas, often in collaboration with a creative director.

You will need to have good skills at developing campaigns to meet a client's brief, and be able to update content across a range of digital media, as directed by the client. You will have to demonstrate your ability to work independently to a given brief.

Work will be available on a project by project basis, although Greenwich Bright will have some ongoing project which will provide work on a more regular basis.

### **KEY ACCOUNTABILITIES:**

#### **Team Specific:**

Depending upon the project, you will be expected to:

- Come up with PR strategies as directed by client
- Help build relationships with the media and partners
- Write press releases
- Write reports as required
- Provide support in developing content production (adverts, videos, social media and online PR stunts)
- Assist in arranging press conferences and events
- Carry out market research
- Manage client relationships as necessary
- Oversee social media PR strategies

**Generic:**

- Work collaboratively with Greenwich Bright team
- Provide support to Greenwich Bright projects and events
- Work flexibly, providing cover and collaborative support to other colleagues in Greenwich Bright Team

**Managing Self**

- oversee campaigns through the production stage to completion;
- work on several campaigns at once, sometimes under pressure and often to tight deadlines
- Respond to queries and project work in a timely manner

**Core Requirements**

- Adhere to and promote the University's Equality and Diversity policies and Information Security
- Ensure compliance with Health & Safety regulations
- Support and promote the University's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible

**KEY PERFORMANCE INDICATORS:**

- Effective part of creative development teams
- Timely production and delivery of work
- Contribution to the team ethos and effectiveness
- Responding to in a timely manner

**KEY RELATIONSHIPS (Internal & External):**

- To enhance the knowledge exchange partnerships between clients and the Greenwich Bright
- To be an ambassador for Greenwich Bright and the University of Greenwich

**PERSON SPECIFICATION**

<b>Essential</b>	<b>Desirable</b>
<b>Experience:</b> <ul style="list-style-type: none"> <li>• Producing copy to a commercial standard</li> <li>• Developing PR campaigns</li> <li>• Managing social media to meet client's brief</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• Ability to write clear, persuasive copy</li> </ul>	<b>Experience:</b> <ul style="list-style-type: none"> <li>• Working in a team in a commercial environment</li> <li>• Working to a deadline</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• Developing a campaign for a commercial project</li> </ul>

<ul style="list-style-type: none"> <li>• Work with, and update digital copy on a range of social media platforms</li> <li>• Liaising with clients to meet a necessary brief</li> </ul> <p><b>Qualifications:</b></p> <ul style="list-style-type: none"> <li>• UoG student</li> <li>• Enrolled on appropriate UoG programme</li> </ul> <p><b>Personal attributes</b></p> <ul style="list-style-type: none"> <li>• We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing and managing live campaigns</li> </ul> <p><b>Qualifications:</b></p> <ul style="list-style-type: none"> <li>• UoG student</li> <li>• Enrolled on appropriate undergraduate programme.</li> </ul> <p><b>Personal attributes</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul>
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