

JOB DESCRIPTION

Job Title:	PR & Communications Manager	Grade:	SG8
Professional Services Directorate:	Communications and Recruitment	Effective date of job description:	November 2017
Directorate section:	PR & Internal Communications		
Role reports to:	Head of Marketing Communications		
Direct Reports	PR Officer, Internal Communications Officer		
Indirect Reports:	PR & Internal Comms Officer (tbc)		
<p>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.</p>			

PURPOSE OF ROLE:

- Responsible to the Head of Marketing & Communications, co-develop, implement & monitor the University of Greenwich:
 - PR and media strategy (local, regional, national, international)
 - Internal communications strategy
- Lead & manage the crisis-communications process
- Management development & coaching of direct reports (number tbc)
- Ensure prospects, students & staff are well informed across all aspects of University lifecycle (research, application, acceptance, student life, alumni, daily working life), via various methods / programmes / communication tools
- Maintain and maximise brand standards & core-messages across all projects

KEY ACCOUNTABILITIES:

Team Specific:

- Co-generate UOGs PR, media & internal comms strategy and act as the PR & Internal comms champion within the business

- Utilising the internal team, current / new suppliers (and stakeholders in other departments), deliver
 - proactive & reactive workstreams which enhance our reputation
 - delivery of effective media coverage
 - management of the crisis comms process
 - proactive & reactive internal comms which inform & engage the workforce
- Manage the PR and Internal comms teams, leading supplier relationships as required
- Monitor, review and report on all programmes to benchmark success, adopting a test, learn, refine approach to improve work in future
- Work closely with peer group to ensure a fully aligned approach to PR & internal comms; integrating seamlessly with other disciplines as required
- Set, deliver, monitor and evaluate training needs for the team / other stakeholders
- Planning and budgetary control
- Evaluating customer research, market conditions and competitor data
- Ensure delivery of best in class PR & internal comms programmes
- Join internal working groups to help keep PR & Comms at the forefront of University developments

Strategy

- Co-generate UOGs PR and media strategy (proactive & reactive) and Internal communications strategy and associated plans / outputs
- Act as a key PR & internal comms champion within the business; integrating seamlessly with other disciplines as required
- Conduct supplier review (as necessary), to ensure delivery of all day to day requirements

Deployment

- Utilise internal / supplier resources effectively to ensure delivery of all PR & internal comms requirements
- Generate, monitor and update self-service templates to assist workflow (low-value items)
- Monitor / evaluate to improve future activity via a test, learn, refine programme of activity
- Ensure all projects are correctly scoped, briefed, approved and brought in on time and on budget

PR: B2B & B2C

Proactive

- Co-generate the UOG PR and media strategy
- Take a lead on showcasing the university to the media, bloggers & influencers; working proactively to identify new opportunities to generate positive coverage for the university at home and overseas
- Identify future needs / opportunities to optimize & innovate to drive increased coverage
- Generate / supervise creation / editing of associated press releases / filming / events and subsequent sign offs
- Where necessary, work with and secure approvals from external partners on multi-agency projects (e.g. other universities, private, public or third sector partners, voluntary organisations, etc.)

- **Oversee:**
 - the PR team
 - subsequent programme delivery (ideation to pitching, coverage and monitoring)
 - Media monitoring & results
 - crisis comms

Reactive

- Take a lead on protecting the university by identifying / reacting to potentially damaging stories and planning a response in consultation with senior staff
- Where necessary, act as a spokesperson for the university on sensitive / controversial matters
- Assist coaching / development senior staff who also act as spokespeople
- Manage the on-call rota; acting as the lead spokesperson for the university out of hours when on-shift
- Manage and monitor the press log (central and faculty activity)

Content (PR and internal comms)

- Take a lead on identifying, researching, creating and pitching stories about the university (N.B. although this would start from a PR / internal comms standpoint, this content should also be considered for cross-channel purposes)
- Work with a variety of Directorate / internal stakeholders to generate cross-channel content that can be utilised / re-utilised across PR, Internal comms, social media, eCRM and marketing campaigns

Media relations and key internal stakeholders

- In order to generate high quality coverage, build close working relationships with:
 - Journalists
 - Bloggers
 - Influencers
 - Internal stakeholders / management
- Source, brief and field potential interviewees (proactive & reactive)

Internal comms B2E

- Co-generate the UOG internal comms strategy
- **Oversee:**
 - the Internal Comms team
 - subsequent programme delivery
 - Monitoring & results
- Identify future needs / opportunities to optimize & innovate to drive increased awareness
- Generate / supervise generation of associated internal updates and subsequent sign offs

Results & reporting

- Utilise data through a variety of data sources (Media monitoring, Google Analytics, sales, customer focus groups and other sources) to assess / improve coverage & reach:
- Review the reporting mechanisms to the wider business to report on results / success
- Conduct quarterly / monthly reviews
- Utilise internal / supplier resources effectively to ensure delivery of all PR & Internal comms projects are delivered on time and on budget
- Monitor / evaluate to improve future activity via a test, learn, refine programme

Management (team and suppliers)

- Management of direct reports (number tbc)
- Manage supplier relationships (e.g. Media monitoring, freelance writers and others as applicable), ensuring all projects are managed to brief and delivered on time and on budget
- Ensure all team members / projects integrate seamlessly with other disciplines as required
- Ensure all required approvals are gained where required
- Ensure all suppliers are selected in accordance with procurement procedures

Budgeting

- Lead the annual budgeting process
- Monitor budgets monthly and manage internal reporting accordingly

Integration

- Work with the respective central / faculty teams & external suppliers to ensure integration across all projects
- From a content gathering / dissemination perspective, work closely with the respective central / faculty teams to ensure the content gathered can be utilized / disseminated at a cross-channel level

Training

- Set, deliver, monitor and evaluate the PR & Internal comms training needs for all areas of the University (Central, Faculty, Professional Services)
- Where possible, utilise technology as both a communications & training tool

Other areas of responsibility

- Strategy - Input into future PR & internal communications planning sessions / strategic development
- Budgets – ensure budget books are written & adhered to and financial procedures are followed
- Carry out all duties with due regard for Health and Safety requirements and regulations, the Society's customer care and Equal Opportunities policies, and undertake any other duties commensurate with the posts level of responsibility

Personal development

- Keep abreast of PR & internal comms trends (with a focus on brands actively targeting 16-24 year olds)
- Review own development regularly, with input into development plan for discussion with Line Manager.

Self:

- Must possess a good understanding of how effective PR & internal communications outputs proceed from planning and creation to delivery & evaluation
- Maintain a professional approach at all times (team player)
- Manage work effectively and deliver to deadlines (internal / external)
- Work with other staff effectively to help maximise team outputs
- Ensure line manager updated regularly on progress against assigned tasks
- Awareness / topline understand of other Marketing Communications disciplines)

Generic:

- Must be willing to embrace the shared values and required behaviours of the Communications and Recruitment Directorate staff (ambition, creativity, determination, excellence and inclusivity)
- An effective communicator (verbal and written) to ensure that effective working relationships / partnerships are forged and maintained
- Support in the delivery of all PR & Internal Comms workstreams as identified by line management
- Establish and maintain networks within the university, to aid the planning and distribution of PR & Internal Comms workstreams
- Project management skills / awareness

Managing Self

- Maintain a professional approach at all times through the application of effective relevant skills
- Manage work effectively and deliver under pressure
- Working with other staff effectively to help maximise their performance by working as one team

Core Requirements

- On call / out of hours work as required by the demands of the role
- Role modelling the values of the University, ambition, creativity, determination, excellence and inclusivity
- Commitment to key strategic priorities of the Directorate and the University
- Willingness and ability to travel to work place locations within the UK
- 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.
- Willingness to deliver against any reasonable work-related request

KEY PERFORMANCE INDICATORS:

The Marketing Communication Team KPIs are:

- Raise brand awareness

- Raise direct response
- Raise student engagement levels
- Raise student satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience

Everyone contributes to these KPIs to help realise the brand and the corporate strategy

KEY RELATIONSHIPS (Internal & External):

- Line manager: Head of Marketing Communications
- Direct reports: PR Officer & Internal Comms Officer
- UOG Marketing: Senior Marketing Manager (Brand, Campaign Marketing & Events), Senior Digital Marketing Manager, Content Manager, Social Media Manager, Directorate Administration Manager
- University Leads: Faculty Marketing Leads, Professional Services leads (HR, IT & other departments as required), Academics & Departmental leads, Students & associated groups, Vice Chancellor & office
- External: Journalists, Education trade bodies / groups, Bloggers, Influencers, Local community interest groups

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Significant experience developing / delivering a PR strategy and plan for a large organisation; informing customers / prospects / staff • Line management experience (2+ individuals desirable) • Supplier management (Copy, photography, design) • Understanding of financial control, budgeting and monitoring <p>Skills</p> <ul style="list-style-type: none"> • Strong PR & internal comms skillset • Advanced writing, proof reading & editing skills, with the ability to write for / to different audiences • Advanced written and verbal communication skills 	<p>Experience</p> <ul style="list-style-type: none"> • Internal comms experience • Journalism / blogger / influencer • Experience within Higher Education sector <p>Skills</p> <ul style="list-style-type: none"> • Good understanding of the characteristics and qualities that prospects / applicants / students / alumni / staff want from a University • Sophisticated stakeholder management / political skills to help operate within a complex organisation

- Advanced pitching skills (broadcast & print journalists, bloggers and the internal audience)
- Data literate, able to review / assess / make recommendations as a result of analysis
- Ability to present up to and including Senior Management level
- Multitasker able to work across multiple projects to tight timescales
- The ability to spot an angle / story to generate increased coverage

Qualifications

- Degree level qualification or appropriate professional qualification / equivalent experience

Personal attributes

- We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity

with sensitive multi-agency partnerships

Qualifications

- Professional qualification, or evidence of training/development in PR and / or internal comms
- Membership of the Institute of Public Relations or other relevant professional body
- Project management