

## PR MANAGER

REQ230099

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### Department summary

Marketing and Advancement focuses on strategic and tactical activities to raise Loughborough University's profile with its stakeholders, inspire potential students, connect with alumni and competitively position the University locally, nationally and internationally.

**Job Grade:** Management and Specialist Grade 6

### Job Purpose

To contribute to the work of the Corporate Communications team within Marketing and Advancement by generating news articles, features, PR and digital content to promote and enhance the University's reputation at local, national and international level. This role has specific responsibility for the University's Engineering subject areas.

### Job Duties

#### Communications:

- Undertake proactive media liaison including writing, generating and placing news and digital content (e.g. blogs, thought leadership pieces, podcasts, videos)
- Identify and facilitate media opportunities (including expert speaker opportunities for Academic and Professional Services staff)
- Identify current media agendas and news stories on which the University can comment or gain profile
- Proactively seek opportunities to engage with and build relationships with journalists, editors, bloggers, opinion formers and influencers from which the University can benefit
- Organise and manage media and PR events, press calls and briefings as required, including acting as the University's representative at high profile corporate events.

#### Monitoring and Evaluation:

- Monitor and adapt PR activity and campaigns to ensure ROI and engagement levels
- Measure PR/campaign success and provide regular updates and reports to senior colleagues and appropriate section heads

#### Internal Liaison:

- Work with members of the University - particularly the Engineering Schools - and Loughborough Students' Union to maximise PR and communications opportunities
- Contribute to broader initiatives and activities undertaken by the Corporate Communications Team and the wider Marketing and Advancement team

- Develop relationships and liaise with relevant external organisations based on campus and/or working with the University.

### **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy and Procedures.

All staff should hold a duty and commitment to observing the University's Equality and Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality and Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

### **Organisational Responsibility**

Reports to the Senior PR Manager.

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Experience in a media, PR, communications or corporate communications role	1,3
	Proven and demonstrable experience of delivering PR campaigns and results	1,3
	Experience of developing original copy and content for communications and promotional collateral	1,3
Skills and abilities	Highly developed copywriting ability, proofing and editing skills	1,2,3
	Effective and confident communicator (written and verbal)	1,2,3
	Proven PR and corporate communications planning skills	1,3
	Current and relevant knowledge of digital communications and social media use in PR	1,3
	The ability to build, nurture and maintain a strong network of media and other stakeholder contacts	1,3
	Strong project management skills	1,3
	First-class presentation skills	1,3
	Excellent attention to detail	1,2,3
	Web updating skills	1,3
	Awareness of key legislation — e.g. FOI, GDPR and Copyright law	1,3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
Qualifications	Hold an undergraduate degree or equivalent experience	1,3
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Willingness to work flexibly and to work occasional out of hours where required	1,3

### Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	1,3
Skills and abilities	Awareness/knowledge of Higher Education issues	1,3
	Experience of the engineering sector	1,3

Qualifications	Chartered Institute of Marketing Diploma <b>or</b> Chartered Institute of Public Relations Diploma or equivalent	1,3
	Membership of the CIM or CIPR	1,3

## Conditions of Service

The position is full-time and open ended. Salary will be on Management and Specialist Grade 6, £32,348-£42,155 per annum, at a starting salary to be confirmed on offer of appointment. The appointment will be subject to the University's Terms and Conditions of Employment for staff Grades 6 and above, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>