

## PR VIDEOGRAPHER

Job Ref: REQ240318

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**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:** Administrative Grade 5

### Job Purpose

To contribute to the work of the Corporate Communications team within Marketing and Advancement by supporting the planning and creation of media content, video, podcasts and PR to promote and enhance the University's reputation at local, national and international level.

### Job Duties

#### Communications:

- Film and edit video content for the media (e.g. news videos and podcasts)
- Write supporting content and optimise multimedia content for distribution on digital channels
- Support with the identification of current media agendas and news stories on which the University can comment or gain profile
- Engage with journalists, editors, bloggers, opinion formers and influencers from which the University can benefit
- Support the organisation and management of media and PR events, press calls and briefings

#### Monitoring and Evaluation:

- Carry out media/journalist research to support PR planning
- Monitor PR activity and campaigns and engagement levels with them
- Measure PR/campaign success and develop regular updates and reports for University colleagues
- Circulate media information to relevant staff at the University

#### Internal Liaison:

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

### 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 Equity and Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equity 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 Multimedia 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 videography, PR, or media and communications role	1,3
	Experience of filming and editing video content for a public audience	1, 2,3
	Experience of dealing with people in a variety of complex and difficult situations	1,3
	Experience of working individually and as part of a team	1,3
Skills and abilities	Current and relevant knowledge of digital content creation and social media use in PR	1,3
	Excellent filming, editing and proofing skills	1,2,3
	Proficient in the use of Adobe Premiere Pro	1,2, 3
	Excellent interpersonal, organisational, oral and written communication skills	1,2,3
	The ability to build, nurture and maintain a network of contacts both within and outside the University	1,3
	Able to plan, prioritise and work independently and to deal with unforeseen problems and circumstances effectively	1,3
	Able to work under pressure and meet competing deadlines	1,3
	Well-developed problem-solving skills, using initiative and judgement in more complex situations	1,3
	Flexibility and the ability to adapt to a changing work environment	1,3
	Able to work with accuracy and attention to detail	1,2,3
	Excellent practical IT skills including Microsoft Office and Outlook diary management	1,2,3
	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	A level education or equivalent	1,3
	GCSE Grade C or equivalent in English and Mathematics	1
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1
	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 writing press releases and proof reading	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 Technical Services Grade 5, £27,979-£32,982 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 1 to 5, 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/>