

| Post Details | | Last Updated: 4/11/2021 | |
|--|------------------------------|-------------------------|---------|
| Faculty/Administrative/Service Department | Marketing and Communications | | |
| Job Title | Media Officer | | |
| Job Family | Professional Services | Job Level | Level 4 |
| Responsible to | Media Team Manager | | |
| Responsible for (Staff) | n/a | | |
| <u>Job Purpose Statement</u> | | | |
| <p>Working closely with the Media Team Manager, the Media Officer is responsible for finding and telling great stories that promote the University of Surrey locally, nationally and internationally – with a focus on promoting the University’s areas of global expertise. The Media Officer will be required to collaborate with academics and other colleagues from across the University to deliver multi-channel reputation-building campaigns and draw upon their strong network of journalist contacts to secure high-profile coverage. The Media Officer will also build on the number of issues where Surrey is the “go to” source of expert insight. They will work closely with the newly formed Public Affairs Team, the Public Engagement Team and the Events Team to deliver a holistic approach to raising our profile for excellence amongst key external stakeholders.</p> | | | |
| <u>Key Responsibilities</u> | | | |
| <ol style="list-style-type: none"> 1. Build strong, effective relationships with key members of the media locally, nationally and in selected priority international markets. Contribute to the development, growth and maintenance of a database of core media contacts, delivering demonstrable increases in levels of engagement with this core list. 2. Finding and promoting great stories and case studies, as well as building the number of issues where journalists turn to Surrey for expert insight. Act as a main contact for media enquiries and facilitate effective interaction between the media and relevant members of the University community. 3. Developing and delivering multichannel communications plans to support our highest profile stories and selected corporate priorities, in order to deliver corporate priorities and maximise outcomes, building-in and delivering evaluation of their effectiveness. 4. Contribute towards a culture of better understanding of the media internally, by influencing, advising and educating relevant members of the University community on both the benefits and potential risks of working more closely with the media, and supporting academics to build their own journalist contacts and interactions. 5. Generate increasingly creative ways to communicate with key audiences, journalists and key influencers through social media and other new media techniques. 6. Take on responsibility for at least one of our strategic areas of focus beyond our efforts to promote research and innovation strengths – namely education innovation; graduate employment outcomes; economic, societal and environmental impacts (linked to the UN Sustainable Development Goals); and the work of the two new institutes: for people-centred artificial intelligence and for sustainability. 7. Work closely with the Media Team Manager, the Head of External Relations and members of the University’s senior management team to promote and protect the University’s reputation, including in crisis management situations, developing effective “lines to take” in response to reputationally significant media enquiries, and maintaining crisis communication systems and processes. 8. Be part of the on-call communications team, effectively managing internal and external communications as required. <p>N.B. The above list is not exhaustive.</p> | | | |

All staff are expected to:

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University regulations and policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

Elements of the Role**Communication**

- The post-holder will develop and implement multichannel communications plans to support corporate priorities and high-profile research outputs, building in and delivering evaluation of their effectiveness.
- Excellent verbal and written communication skills are a key requirement in order to write briefs, pitches, news releases, expert comments and articles for a range of audiences.
- Working with the Social Media team, they will also be required to play an active role in monitoring the University's corporate social media accounts and using these tools to proactively promote relevant University activities and to protect its reputation.

Adaptability / Flexibility

- The post holder will be required to stay abreast of key developments in developing stories within the areas of University expertise they are focused on promoting, as well as developments in the media landscape that offer new or adapted opportunities for growing our profile and positive reputation.
- The Media Officer is required to operate as part of the team's on-call rota for dealing with media coverage out-of-hours and will be part of the department's crisis communications response team.

Customer/Client service and support

- The post holder will need to advise, coach and encourage staff and academics to engage with the media and develop a body of case studies and stories to sell in to the appropriate media contacts as opportunities arise.
- They are expected to develop and foster close working relationships internally with senior members of the University community and externally with journalists and agencies that assist in the dissemination of news stories to the media (e.g. The Conversation, The Science Media Centre).
- They will also be expected to forge links with partner organisations (e.g. HE institutes, funding councils, the voluntary sector, government departments and industry partners) as individual projects require.

Problem Solving and Decision Making

- The post holder is expected to provide advice and solutions to the challenges inherent in engaging with the media, and arising from the need to prioritise activity in line with strategic priorities and reflecting the finite resources available to achieve our departmental objectives.
- They are expected to use initiative and judgement to address and resolve more complicated issues and to take a proactive investigative approach, referring only the most complex or those issues outside of the remit of their role to their line manager.

Creative and Analytical Thinking

- A key part of their role will be to take the lead in proactively working with academics, colleagues within the Communications, Public Affairs and Events team and other colleagues across the University (e.g. in the Marketing Team) to develop multi-channel profile-raising campaigns that deliver high profile media coverage, traffic on social media and visits to the website.
- They will be required to lead on the development and delivery of specific media campaigns linked to the overall corporate strategy and supporting strategies.

Accountability

- For each project they are assigned to, they will be accountable for gaining appropriate levels of media engagement and coverage to support the main project objectives and for demonstrating this through the delivery of a post-implementation media evaluation service.

Dimensions of the role

- The post holder has no supervisory responsibility but may from time to time supervise any student intern or temporary staff as required. They will also be required to deputise for the Media Team Manager in cases of their absence from the office.

Person Specification

Qualifications and Professional Memberships

Professionally qualified with a relevant degree/postgraduate qualification (e.g. in Journalism), plus experience of working in the communications/PR sector.

OR

At least two year's vocational experience demonstrating professional development through involvement in a series of progressively more demanding and influential projects/roles, backed by evidence of significant development of appropriate specialist knowledge.

E

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).

**Essential/
Desirable**

**Level
1-3**

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the competency framework for clarification where needed and the Job Families Booklet).

**Essential/
Desirable**

**Level
1-3**

Comms planning. Experience of drafting communications plans (e.g. using the OASIS framework) and evaluating outcomes, managing multiple news projects and progressing media-related activities within general guidelines, using initiative and judgement.

E

2

Writing. Demonstrates successful storytelling skills for a range of audiences, including drafting news releases and articles, pitching stories and securing coverage.

E

3

Media relations. Experience of working with journalists, including dealing with media enquiries promptly and effectively, drafting statements and lines to take, as well as drafting briefs for spokespeople and managing media interviews.

E

3

| | | |
|---|---|---------------------------------|
| Experience of using media databases, news distribution software, accessing and monitoring newswires. | E | 3 |
| Strong relationship management capabilities – ability to forge good working relationships with a wide variety of journalists and partners | E | 3 |
| Experience of Higher Education Sector | D | n/a |
| | | |
| Special Requirements: | | Essential/ Desirable |
| Ability to work outside of regular office hours as required | | E |
| Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade. | | Level 1-3 |
| Communication | | 3 |
| Adaptability / Flexibility | | 3 |
| Customer/Client service and support | | 3 |
| Planning and Organising | | 2 |
| Teamwork | | 3 |
| Continuous Improvement | | 2 |
| Problem Solving and Decision Making Skills | | 3 |
| Leadership / Management | | n/a |
| Creative and Analytical Thinking | | 3 |
| Influencing, Persuasion and Negotiation Skills | | 3 |
| Strategic Thinking | | 2 |
| <p>This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.</p> <p>Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.</p> | | |
| Organisational/Departmental Information & Key Relationships | | |

Background Information

The Communications, Public Affairs and Events Team is a key corporate function within the External Engagement Department, pivotal in the delivery of communications activity and expertise to support the University's overall strategic purpose: To be a leading global university renowned for the outstanding quality and impact of its graduates, research and innovation, together making great contributions to society

The Media Team provides a central service for the University and is currently reshaping its efforts to build brand profile, broadening our engagement with the media, building on our research coverage. We are developing a more active and agenda-setting role in our areas of existing and emerging excellence. We are also focusing on targeting international titles more, leveraging our international collaborations and connections, and the countries where our prospective students, alumni and partners reside.

The post holder will work closely with other members of the Communications, Public Affairs and Events Team, with colleagues in the Marketing function and with other departments, so will need to build and maintain a range of close working relationships across the Institution, as well as with external contacts (journalists and partners). This is underpinned by the need for the exercise of judgement and discretion at all levels, in order to generate stories, sensitively manage PR crises and to create opportunities for publicity. They will also work closely with faculty colleagues to promote and publicise their research.

The post-holder will work across the University, interacting with and influencing senior management and executive board members.

Relationships

External

In addition to a core focus on building relationships with key local, national and international journalists to ensure we secure frequent, engaging, informative media coverage, the post holder will work with partner organisations and sector bodies to deliver the objectives of campaigns involving external partnerships and collaborations.

Internal

The post-holder will work across the university interacting with and influencing senior management and senior academics/research staff including the Executive Board. They will work across University Departments but will work very closely with colleagues in the Communications, Public Affairs and Events Team, in the Marketing function, and key colleagues in the faculty – including the Dean, the Director of Faculty Operations, the Faculty Marketing Managers and Associate Deans of Research.