



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

### Media and Communications Manager, Communications



**Salary: Grade 7 (£33,797 – £40,322 p.a.)**

**Reference: CSCOM1049**

**Fixed term for 9 months to cover a secondment**

**We will consider job share and flexible working arrangements**

# Media and Communications Manager

## Communications

**Are you an outstanding writer with the ability to spot the raw material for a great story and create engaging content? Do you help raise the profile and reputation of organisations through effective media and communication campaigns? Can you deliver a more strategic approach to communications and develop excellent working relationships and partnerships?**

Working in the Media Relations team as part of the University's Communications department, you will promote our world-leading research and education, both in the UK and in our target international markets, playing a pivotal role in raising the profile of the University.

You will work with academics and senior colleagues to create compelling content which aligns with strategic objectives and which engages key audiences, including journalists, the general public, researchers, potential industry collaborators and funders.

An experienced, self-motivated communicator, you will excel at explaining complex research to a lay audience in accurate, accessible language, and will work with the media and across digital channels to increase the impact and profile of the University. You will proactively develop and maintain excellent working relationships and partnerships, internally and externally, to support and develop communications which align with the University priorities and in support of our Strategic Plan. You will also contribute towards managing the University's image in the media, and respond to sensitive and potentially damaging media issues to help protect the reputation of the University.

You will be expected to participate in the out-of-hours rota for the press office and there will be an occasional requirement to work outside normal office hours.

### What does the role entail?

As a Media and Communications Manager, your main duties will include:

- Delivering effective media and communication campaigns that align with strategic objectives to raise the profile and reputation of the University;



- Developing a comprehensive forward plan for the key areas of the University which you will be responsible for, delivering engaging content which targets key audiences and securing positive endorsements (e.g. third party advocacy, media coverage) of the University's priority research and education strengths;
- Supporting the Head of Media Relations in horizon scanning and anticipating risks and opportunities across relevant research, teaching and corporate activities, providing expert communications advice and support;
- Supporting the Head of Media Relations to develop the University's response to sensitive and potentially damaging media issues, ensuring careful handling to protect the image and reputation of the University;
- Developing close and effective partnerships and working relationships with academics, senior colleagues and stakeholders across the University (including Marketing, Internal Comms, Digital, Alumni, Research & Innovation, International and in Faculties) to raise awareness of the University's external communications priorities, to deliver an integrated approach to communications and to ensure effective alignment of activity;
- Maintaining excellent working relationships with communication teams of key organisations (e.g. funders, government departments, strategic partners) to help promote the role, profile and reputation of the University;
- Dealing with incoming media enquiries to provide a professional and agile response and participating in the press office's out-of-hours rota;
- Developing online digital content and campaigns to increase the reach and impact of University news across owned channels, paid social media and through use of earned media;
- Line-managing Media and Communication Officer(s), devising clear personal development plans;
- Developing effective monitoring and evaluation to inform the improvement, effectiveness and value of communications activity;
- Deputising for the Head of Media Relations and take on other responsibilities or duties as required by the Head of Media Relations or Director of Communications.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



## What will you bring to the role?

As a Media and Communications Manager, you will have:

- A professional qualification in journalism or PR, or substantial experience of media relations, journalism and/or corporate communications;
- Proven experience of planning, delivering and evaluating effective communication campaigns, especially working across media and digital channels (including video and paid social media), to support strategic objectives and increase the reach and impact of news stories;
- Excellent interpersonal and influencing skills to build credibility, rapport and inspire confidence with people at all levels (within and external to the organisation), taking into account competing priorities and different organisational cultures;
- Outstanding writing and editing skills, with a track record of spotting the raw materials for stories and good news judgement;
- A passion for communicating complex ideas to different audiences and the ability to explain research in a responsible, accurate, accessible way;
- Strong judgement and ability to work with tact and a high degree of diplomacy to handle potentially damaging or sensitive issues, gaining buy in from key parties and retaining a clear focus on achieving desired outcomes;
- Experience of staff management, or supporting the direction, development and welfare of a dynamic team;
- Excellent organisational skills, with the ability to manage competing deadlines, remain calm under pressure, and ensure effective prioritisation and use of resources;
- Enthusiastic, energetic and self-motivated, with evidence of being able to take initiative, work independently, as well as support and work collaboratively within a wider team;
- Willingness and availability to undertake evening and weekend work as required, including taking part in the out-of-hours rota;
- Excellent IT skills, including experience of using content management systems and databases.

You may also have:

- An understanding of the higher education sector and issues affecting academics and students, and experience of applying understanding of the 'market' context to shape communication plans and strategies;



- Knowledge of the University's organisational structure, strategy and vision;
- Depending on the research areas assigned to the post, the following is only desirable but may offer an advantage: A science-related degree or experience in science journalism/communications.

## How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

## Contact information

To explore the post further or for any queries you may have, please contact:

### **Gareth Dant, Head of Media Relations**

Tel: +44 (0)113 343 3996

Email: [g.j.dant@leeds.ac.uk](mailto:g.j.dant@leeds.ac.uk)

## Additional information

The Communications team brings together experts in media relations, digital communications, design, internal communications, production and public engagement to support the University.

We provide services that help promote Leeds' research and student education activities and enhance the University's reputation. For more information, visit [comms.leeds.ac.uk](http://comms.leeds.ac.uk).

### **Working at Leeds**

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our Working at Leeds information page.

### **Candidates with disabilities**

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our Accessibility information page or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).



## Criminal record information

### Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our Criminal Records information page.

