

## JOB DESCRIPTION

## GROWTH TEAM

**Job title:** Media and Corporate Relations Manager

**Grade:** 6

**Responsible to:** Head of Content and Experience

**Date:** February 2020

**Job purpose:** To be responsible for the planning, development and delivery of the external and internal Public relations (PR) strategies and an annual corporate events plan to enhance the University's brand and reputation to support the delivery of institutional objectives.

### Main duties and responsibilities

1. Develop and deliver an external Falmouth PR strategy, working with the Head of Content & Experience, in realisation of the University's 2030 strategy.
2. Provide an effective public relations service, developing content for press releases and media sell-ins and identifying other ad hoc profile-raising opportunities.
3. Write and edit thought leadership pieces, blogs and commentary on behalf of senior members of the university leadership team.
4. Develop effective working relationships with relevant external media contacts.
5. Brief and advise national, regional and local journalists on University matters, sector policy issues and other issues, as required.
6. Coordinate all responsive public relations activity on behalf of the University, including and not limited to; managing media enquiries, requests for interviews etc.
7. Develop effective media monitoring and evaluation.
8. Horizon scan, anticipate risks and opportunities across relevant research, teaching and corporate activities and providing expert communications advice and support.
9. Establish and manage the out-of-hours media telephone rota with communications colleagues.

10. To significantly contribute to Falmouth's reputational management and crisis communication response, providing strategic communications advice to the university leadership, when required.
11. Working with the Internal Communications Officer, develop and support the delivery of an appropriate internal communications plan.
12. Provide line management to direct reports including My Career Reviews, workload management, future planning, and the monitoring of objectives, discussion and identification of training and development needs to meet strategic direction.
13. Develop a plan of annual events in line with and in support of the University's strategic direction. Act as Falmouth's account manager with overall responsibility for budget management and risk assessment compliance, to commission events and outline requirements, to shape, develop and lead communication strategies for key events such as Graduation, Open Days, flagship lectures and industry visitors.
14. Deputise for the Head of Content and Experience as required.

#### **General duties and responsibilities**

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

#### **Health and safety at Falmouth University**

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

#### **Health & safety requirements**

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:
- You comply with safe systems of work in operation within your work area.

- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

In your role as a line manager, you are responsible on direction and on behalf of the relevant member of Vice Chancellor's Executive Group (VCEG) for supporting the discharge of their duty as a member of the senior management team:

- To monitor effective safety implementation.
- To identify health and safety needs and requirements.
- For the care of all those affected by your acts or omissions, so far as is reasonably practicable

You have a responsibility to ensure a safe and healthy environment in line with legislation for staff, students and other users of the areas of the University under your span of control, by ensuring that:

- Falmouth's safety policies and requirements are implemented and that resources are available to the staff under your control to ensure statutory compliance.
- Risk assessments are carried out for relevant activities (e.g. fieldwork, performances, exhibitions etc) undertaken by staff and students within your area, and that any resulting actions are taken and that safe working practices are followed.
- Correct and timely communication of safety issues, both to your superiors and the staff that work for you as relevant to your areas of responsibility.
- You work within a framework of effective governance, ensuring compliance with relevant regulations/legislation/policies and procedures.

Ensuring that staff within your area fulfill their responsibilities under the University's Health and Safety Policy, including any responsibilities as members of University Committees as appropriate .

## PERSON SPECIFICATION

---

**Job title:** Public Relations and Events Manager

Attributes	Essential requirements	Desirable requirements
<p><b>Education and qualifications</b></p>	<p>Good undergraduate degree/ equivalent professional qualification or equivalent relevant experience</p>	
<p><b>Experience and knowledge</b></p>	<p>Experience of writing for, or successfully pitching stories to, national media outlets.</p> <p>Experience of developing relationships with media professionals, political, policy or industry stakeholders at a national level.</p> <p>Experience of leading the development and implementation of a media plan to shape brand positioning.</p> <p>Experience in crisis management, including effective decision making.</p> <p>Experience of advising at a senior level on corporate communications tactics and strategy.</p> <p>Detailed knowledge of current news gathering techniques and editorial process.</p> <p>Experience of writing for publication.</p> <p>Strong news judgement and a track record of success in placing high profile content.</p> <p>People management experience.</p>	<p>Experience of writing about, or working on, complex policy or research issues. Experience in HE in particular would be desirable, but not essential.</p>

<p><b>Skills and personal requirements</b></p>	<p>Outstanding writing and editing skills, with a track record of spotting stories and good news judgement.</p> <p>Ability to work without direct supervision, taking initiative and providing innovative and creative solutions to tasks.</p> <p>Ability to work well under pressure, on your own initiative whilst at the same time being a good team player.</p> <p>Fully IT literate.</p> <p>Able to deliver to deadlines.</p> <p>Excellent interpersonal and influencing skills</p> <p>Strong presentation and briefing skills.</p> <p>Willingness to vary working hours according to the workload.</p>	
--	--	--