**JOB DESCRIPTION**

**Media and PR Officer**
**Vacancy Ref: A2243**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Media and PR Officer</th>
<th>Grade: 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department/College:</td>
<td>UA92 Marketing and Student Recruitment</td>
<td></td>
</tr>
<tr>
<td>Directly responsible to:</td>
<td>Director of Marketing and Student Recruitment UA92</td>
<td></td>
</tr>
<tr>
<td>Supervisory responsibility for:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key contacts:**

- **Internal:** UA92 marketing team, UA92 executive, communications leads at partner organisations, academic staff from all departments, students,

- **External:** Regional, national, international and HE journalists, local stakeholders, external PRs, creative agencies

**The Role:**

The Media and PR Officer will raise UA92’s reputation among its audiences and stakeholders, ensuring a coordinated approach to communications with UA92’s partners and a proactive approach in seeking opportunities to communicate the brand values of UA92 to a wide audience and through different channels. The role will provide an active lead in coordinating and planning UA92’s response to the news agenda, including negative news and crisis management and manage all aspects of UA92’s external image.

**Major Duties:**

- Plan a timely response to local, national and international media opportunities and news agenda. Ensure all spokespeople are trained and supported.

- Develop relationships with journalists, editors and news outlets and pitch relevant individuals and timely interview ideas to broadcasters.

- Identify target audiences for positive stories and manage dissemination via digital and other channels, encouraging engagement and maximising reach with key groups.

- Work closely with other members of the marketing team and departments to plan profile raising campaigns and events across many outlets including social media.

- Support UA92’s engagement with key stakeholders.

- Plan, organise and run events to support UA92’s aims.
- Interview, research, write and develop content with academics and students for the UA92 website and media. Building good relationships with academics and other contacts across UA92.

- Manage internal communications across UA92.

- Develop and maintain high levels of reporting, and analysis of results and competitor benchmarking to gauge success

**Other**

- Work closely with the Director of Marketing and partners to plan and manage reputational issues.

- Undertake other duties commensurate with the grading of the post