

JOB DESCRIPTION
Media and Communications Officer (maternity cover)
Vacancy Ref: A2536

Job Title:	Media and Communications officer (maternity cover)	Present Grade: 7P
Department/College:	Communications and Marketing	
Directly responsible to:	Head of Press Office	
Supervisory responsibility for:	None	
Other contacts		
Internal: Press Office team, LUMS marketing team, Dean of LUMS, Heads of Departments in LUMS, academics, Research and Enterprise Services, the broader marketing and professional services team, head of internal communications. External: UK and international journalists, bloggers, PR agencies, producers, league table compilers, funding councils, partner institutions and research partners		
Job Purpose This role is focused on communicating Lancaster University Management School’s excellence in research, teaching and business engagement. The role will be based in the University’s central communications team and will secure maximum exposure for the School’s achievements through traditional media channels, social media, blogging and the creation of engaging content for different promotional purposes. The role will also be required to work closely with a wider group of experts across the University to celebrate and communicate the University’s ongoing success in business engagement. Major Duties: Lead on the development and implementation of a media strategy for LUMS and to ensure that the School’s achievements receive the maximum positive publicity in influential media, specifically: <ul style="list-style-type: none">• Develop the plan to gain international, national and regional media coverage for LUMS research, knowledge exchange and business engagement activities• Build effective relationships with colleagues around the university and also with journalists and key media professionals• Craft engaging, well-researched, carefully-balanced press releases, stories and media pitches and proactively sell them in to key media channels• Identify and exploit media opportunities, including blogging• Advise senior staff on media issues, including the handling of sensitive or negative news• Identify and support key academic staff to give expert comment to breaking news• Provide training sessions for colleagues on working with the media and one-to-one briefings prior to broadcast and other media, also engaging external training if appropriate• Carry out media monitoring and evaluation and share reports with the School		

Lead on the University's communication of business related activities such as events and business engagement programmes, providing content for external partner websites.

To undertake professional development and any other duties required by the Head of Communications