

University of London Job Specification

Job Title: Communications and Corporate Events Officer

Department: University of London International Programmes

Section: Executive Office

Level: Level 06 (CTS)

Post number: AX442

Job Purpose:	The post holder will be delivering External Relations, Media and PR and event management activity, using the full range of communication channels and relationships available together with professional techniques to achieve a positive profile internationally for the University of London International Programmes.	
Job Content:	Percentage breakdown of time spent on each duty or on a related group of duties	%
<ol style="list-style-type: none"> 1. To proactively seek opportunities to present the University of London International Programmes to the media in order to raise its profile and to raise its profile and identify opportunities to secure positive online and print coverage in the UK and internationally. 2. To proactively promote the University of London International Programmes across key media platforms, including traditional broadcast channels and online. 3. To act as a University of London spokesperson for the media by becoming the first point of contact to field media enquiries, acting as a spokesperson when proactively promoting the International Programmes. 4. Supporting the Head of External Relations, Media, PR and Corporate Events, whilst handling damage limitation External Relations, Media and PR activities. 5. Writing and editing press releases and other copy, from complex information into newsworthy and accessible stories. 6. To develop strong working relationships with all members of the Federal University to best promote the University of London International Programmes and to establish a good understanding of potential news stories and virtually run a news desk. 7. To support the Head of External Relations, Media, PR and Corporate Events, to produce relevant well researched and managed copy for a range of outputs, including print, online and broadcast as well as supporting the publications process. 		

<ol style="list-style-type: none"> 8. Monitoring and producing media coverage/PR activity reports for circulation to senior management. 9. Manage key activities, including students and VIPs to deliver the London Graduation Ceremony for the International Programmes and any other College ceremonies undertaken by the International Programmes, under the supervision of the Head of External Relations, Media, PR and Corporate Events. 10. Support the Head of External Relations, Media, PR and Corporate Events to develop systems and databases, as well as business contracts to carry out External Relations and Ceremonies activity. 11. Liaise with clients to negotiate and commission services that are both value for money and delivered to deadlines. 12. 13. Any other duties consistent with both the grade and scope of the post. 14. Any other duties reasonably required of the post holder by the Head of External Relations, Media, PR and Corporate Events, this includes working out of normal office hours as and when required to meet deadlines. 15. To actively follow and promote the University of London policies, including the University's Dignity at Work and Equal Opportunities Policy and actively promote these wherever possible. 16. To maintain an awareness and observation of fire and health and safety regulations 	
Reports to: Responsible for:	Head of External Communications, Media and PR None
Additional demands of the role:	Working out of hours to meet deadlines and answer urgent press enquiries during peak periods.

Person Specification

EXPERIENCE & PERSONAL QUALITIES

Essential:

- Experience of working in a PR and press office and environment
- Proven experience in developing and implementing social and digital media plans and activities
- Proven experience of dealing with sensitive and contentious issues and managing them swiftly and effectively
- Track record in social media use and monitoring
- Aware of commercial damage potential from negative press and events and the ability to understand and break down complex issues around it
- A knowledge of the current issues affecting Higher Education
- A self-motivated individual confident in handling enquiries and speaking to the press
- Retains composure, professionalism and the ability to think clearly in a crisis.

Desirable:

- Experience of working in a higher education institution

TECHNICAL KNOWLEDGE & SKILLS

Essential:

- Excellent writing and creative skills with the ability to write and adapt complex information for different audiences through various communication channels
- Excellent written and verbal communication skills
- Excellent interpersonal skills with the ability to work closely with a range of people and journalists
- To work with a minimum amount of supervision
- Excellent IT skills, incorporating MS Office Suite and an Online Recruitment system, and competency in researching information using the internet. The post holder must be confident and keen to pick up new packages and skills.

EDUCATION & PROFESSIONAL QUALIFICATIONS

Essential:

- Educated to degree level, or equivalent work based experience.

Desirable:

- Media, Public Relations, Event management /marketing qualifications.

COMPETENCY REQUIREMENTS		
<u>Competencies</u>	<u>Essential</u>	<u>Desirable</u>
Academic Community focus	C	
Adapting to change	B	
Commercial awareness	A	
Creativity and innovation	B	
Customer focus	B	
International engagement	A	
Interpersonal understanding	B	
Leadership	A	
Managing resources	A	
Organisational commitment	C	
Proactivity and planning	C	
Problem solving and decision making	B	
Performance management	B	
Resilience	C	
Staff development and commitment to learning (optional)	A	
Stakeholder focus (optional)	B	
Striving for excellence (optional)	B	
Working collaboratively with others	B	
<p>Competencies are scored on an A-D scale, with D representing the highest demonstration of the competency.</p> <p>For further information on each of the competencies and relevant levels, please refer to the University's Competency Model http://www.london.ac.uk/5258</p>		

