

**JOB DESCRIPTION**

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| **Job Title** | PR & Communications Manager |
| **Service** | External Relations Directorate |
| **Grade** | F |
| **Location** | Multi-site (Docklands, USS and Stratford campus) |
| **Reporting to** | Deputy Head of PR and Communications |
| **Key working relationships: Internal** | Colleagues across the Academic Schools, External Relations Directorate, Impact and Innovation, |
| **Key working relationships: External** | External Partners |
| **Contract type/ Hours** | Permanent, Ful time |

Build your career, follow your passion, be inspired by our environment of success

**#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking [10-year Vision 2028 strategic plan](https://www.uel.ac.uk/about/vision-2028), orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**EXTERNAL RELATIONS DIRECTORATE**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Change, and Transformation (Design and Digital), Events and Advancement, and the International Office.

We are looking for team members who will be part of the embedding transformation and innovative practice and enjoy working in an agile environment as we try and work towards a culture of the ‘continuous new’. This is an exciting opportunity as we prioritise building our global and UK profiles with key elements from Vision 2028.

**JOB PURPOSE**

The PR and Communications Manager will craft, execute and assess PR and creative digital content strategies for 1-2 of the University’s academic schools, positioning and promoting key strategic people and products in alignment with Vision 2028.

This is a highly visible role and the postholder should exhibit excellent communication skills and presence and a passion for internal and external relationship building. You will have a strategic mindset and the ability to produce captivating written and digital content that weaves the UEL story into compelling narratives that resonate with the media and other key stakeholders.

The PR and Communications Manager will possess a strong understanding of how social media and other digital platforms can be leveraged to build and enhance reputation and brand and have a strong media and influencer network.

We are looking for someone who is a self-starter and can produce results in a fast-paced work environment with multiple, often shifting priorities and often under minimal direction. You should be highly detail-oriented and excited about engaging and inspiring your colleagues to do the work of enhancing and promoting the University of East London’s brand to the media.

**KEY DUTIES AND RESPONSIBILITIES**

* Design and implement effective PR strategies which promote Vision 2028 priorities and objectives (1+ earned tier 1 piece/month; 4+ total unique earned PR pieces/month).
* Maintain and leverage professional relationships with key media and social media sources, with routine outreach to local, national and international journalists, editors and news organisations and digital influencers.
* Identify, generate and maintain relationships with academics, school and institutional leadership teams and internal and external partners to identify newsworthy people and events and promote and disseminate information.
* Develop and execute written communications of a complex nature, including press releases, media advisories, newsletters, thought leadership and opinion pieces and social media posts.
* Design and implement effective strategies on social media and other digital platforms to enhance PR and reputation for one or more of the University’s schools.
* Create compelling and strategic digital content (4+ pieces/month), including videos and podcasts, for social media, website, blogs and other platforms.
* Monitor media, social media and digital coverage; analyse digital metrics and prepare reports to evaluate the effectiveness of content, campaigns and pitches.
* Respond in an efficient and timely manner to reactive media queries, including inquiries dealing with sensitive policy matters, incidents on campus and assistance in sourcing professional expertise to comment on stories.
* Support the University’s crisis communication response including emergency matters.
* Ensure consistent messaging and branding across all communication channels and materials, maintaining brand integrity and identity.

The duties and responsibilities outlined above provide a general overview of the range of tasks that a PR & Communications Manager at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

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| Education and Qualifications | Essential | Desirable |
| BA Hons in public relations or communications or journalism or and/or equivalent professional experience |  |  |
| Experience/Knowledge |  |  |
| Substantial experience working in the public relations, communications or journalism sectors |  |  |
| Strong understanding of the current news and policy climate and how UEL people and ideas fit into that environment |  |  |
| Excellent understanding of SEO (Search Engine Optimisation) and writing for optimal website engagement |  |  |
| Experience motivating and engaging with diverse individuals and groups |  |  |
| Skills/Abilities |  |  |
| Excellent verbal and written communication skills |  |  |
| Demonstrated ability to sell in pitches to all types of media |  |  |
| Demonstrated ability to form strong relationships with internal and external stakeholders, including UEL senior leaders, academics and journalists and digital influencers. |  |  |
| Demonstrated ability in synthesizing complex materials and communicating highly technical information in a manner easily understood |  |  |
| Excellent digital content creation skills, including shooting and editing video; producing LinkedIn Lives, newsletter, podcasts and other audio content |  |  |
| Highly skilled in PR software and tools, Microsoft Office Suite, Sharepoint, Drupal and other content management systems (CMS), project management tools, Adobe Creative Suite and other systems as needed. |  |  |
| Excellent organisational and planning skills with the ability to manage multiple competing priorities and meet urgent, tight and/or demanding deadlines |  |  |
| Ability to produce content quickly and turn around requests at very short notice |  |  |
| Demonstrated ability to take initiative, think and act proactively and horizon scan for future opportunities |  |  |
| Excellent strategic planning, project management and problem-solving skills. |  |  |
| Ability to maintain discretion when handling sensitive information and exercise sound judgment, tact and diplomacy |  |  |
| Demonstrated interpersonal skills in working with a variety of people; the postholder must practice respectful relationship management both internally with team members and colleagues and with external partners and the media |  |  |
| Driven to learn, acquire new skills and expand professional knowledge |  |  |
| Other Competencies required |  |  |
| Ability to work occasional evenings and weekends |  |  |
| Ability to participate in a rota that will require the postholder to be on-call for approximately one week every five to six weeks, with activities including but not limited to monitoring emails, press activity and social media on evenings and weekend |  |  |
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**Further Information:**

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.