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| **Job Title** | **Deputy Head of PR and Communications** |
| **Service** | **External Relations Directorate** |
| **Grade** | **G** |
| **Location** | **Docklands, Stratford, USS** |
| **Reporting to** | **Head of Communications** |
| **Liaison with** | **Colleagues across the Academic Schools, External Relations Directorate, Impact and Innovation, internal and external partners** |
| **Contract type** | **Permanent**  **Full Time (35 hours per week)** |

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, 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.

**THE DEPARTMENT - 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 Deputy Head of PR and Communications will oversee the University’s PR strategies, enhancing reputation and brand through the strategic positioning and promoting of key people and products to the media and other stakeholders.

The postholder must have a thorough understanding of the news and policy climate, and the University’s place in it, a strategic mindset and demonstrated success in executing successful PR campaigns.

The Deputy Head of PR and Communications will also exhibit a strong understanding of how social media and other digital platforms can be leveraged to enhance PR work, and they must have or be able to build a strong media and influencer network.

This is a highly visible role and the postholder will work closely with the University’s leaders. You should be excited about engaging and inspiring your colleagues to do the work of enhancing and promoting the University’s brand to the media.

We are looking for someone who is a self-starter and can produce results in a fast-paced work environment with multiple, often shifting and urgent priorities and often under minimal direction. You will support and guide a team of four PR and Communications Managers into being a best-in-class PR team.

**KEY DUTIES AND RESPONSIBILITIES**

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Deputy Head of PR and Communications in the University may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted when this is necessary

* Design and implement effective PR strategies which promote UEL’s Schools, senior leadership and Vision 2028 priorities and objectives in key media outlets
* Design and implement effective strategies on social media and other digital platforms which align with PR goals and enhance reputation and brand
* Develop and maintain collaborative relationships with local and top media organizations and individual journalists 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 in-person and digital events to build relationships with key press and influencer contacts
* Manage in-house media training and coaching programme for UEL academics and senior leadership (including background material, key messages, media prep)
* Develop and execute content strategies for thought leadership platforms
* Using PR software and tools, monitor PR and digital coverage; analyse digital metrics and produce regular reports to evaluate the effectiveness of content, campaigns and pitches
* Monitor media coverage and industry trends to identify opportunities and mitigate potential reputational risks
* Review and innovate the PR team’s forward-planning calendar using appropriate planning, software and tools
* Provide strategic media counsel on issues that could impact the University's reputation, especially concerning national issues
* Support the University’s crisis communication response including emergency matters.
* Collaborate cross-functionally with ERD teams, including marketing, campaigns, social media, alumni and events, to ensure PR initiatives are integrated into overall business objectives
* Ensure consistent messaging and branding across all communication channels and materials, maintaining brand integrity and identity.
* Lead and mentor a team of four PR and Communications Managers, providing guidance, support and professional development opportunities in order to build a best-in-class PR team
* Deputise for the Head of Communications as required.
* Any other duties deemed relevant and necessary by the Head of Communications.

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Strong media relationships and a demonstrated ability to secure high-impact press coverage
* Strategic thinker with the ability to develop creative PR initiatives that drive business results
* Superior news judgement and strong understanding of the current news and policy climate
* Excellent oral and written communication skills
* Ability to present training materials to colleagues in an engaging manner
* Demonstrated ability to form strong relationships with internal and external stakeholders, including UEL senior leaders, academics and journalists and digital influencers.
* 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.
* Experience managing crisis communications and navigating sensitive issues with sound judgement, discretion and professionalism
* Proven leadership skills, with the ability to inspire and motivate a team to achieve goals and objectives
* Experience motivating and engaging with diverse individuals and groups
* Excellent organisational and planning skills with the ability to manage multiple competing priorities and meet urgent, tight and/or demanding deadlines
* Demonstrated ability to take initiative, think and act proactively and horizon scan for future opportunities
* Excellent strategic planning, project management and problem-solving skills

**COMPETENCIES REQUIRED**

* 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
* Ability to present to colleagues and stakeholders in an engaging manner
* Driven to learn, acquire new skills and expand professional knowledge
* Commitment to and understanding of widening participation in higher education as well as equality and diversity issues within a diverse and multicultural environment

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential**

* A minimum BA Hons. and/or equivalent professional experience in public relations or communications
* Substantial experience working in the public relations or communications sectors

**OTHER CRITERIA**

* 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, including not limited to monitoring emails, press activity and social media on evenings and weekend

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.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!