

**Support and Professional Services**

**Marketing and Communications**

**SENIOR MEDIA MANAGER (RESEARCH THEMES)**

**ZZ003505**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Salary is in the range £37,768 to £46,414 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Leave entitlement is 32 working days per annum. In addition, the University is normally closed from Christmas Eve until New Years Day inclusive and there are a further five bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

 <http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Under the University’s Insurance Policy we will take up references for candidates called for interview. Your current employer reference must be your current line manager. It is also a requirement of this policy that we take up references to cover the previous three years of your employment or study.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Senior Media Manager – Research Themes |
| **Grade:** | 8 |
| **Department:** | Marketing and Communications |
| **Location:** | St Andrew’s Court |
| **Position Reference No:** | ZZ003505 |
| **Cost Centre:** | 47464 |
| **Responsible to:** | Head of Media and Communications |
| **Responsible for:** | Media and Communications Officers (x 2) |
| **Effective date of job description:** | May 2016 |

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| **Context of Job:** |
| The Department of Marketing and Communications provides a complete in-house service to promote the University to its various stakeholders. The Department’s activities cover a wide range of marketing communications disciplines, including marketing strategy, internal communications, publications, recruitment and outreach, press and public relations, marketing campaigns, market research, digital marketing and web. The role of the Media and Communications team is to promote, enhance and protect the profile and reputation of the University locally, regionally, nationally and internationally and to deliver the Media and Communications Strategy in support of the University’s 2020 Strategic Plan. The team works pro-actively across all faculties, departments and professional services, and at all levels, to ensure the University’s key messages are heard and understood though a variety of channels, both internally and externally.The Senior Media Manager – Research Themes is responsible for developing a comprehensive media and communications strategy that will promote the University Research activity and Themes globally, ensuring alignment with the University Research Strategy. The role is responsible for delivering impact, enhancing the University research reputation, awareness and profile both nationally and internationally.The Senior Media Manager – Research Themes will lead the delivery of strong and productive media relationships and engagements in order to drive communications that tell the story of the University’s leading-edge research. The role will work with other members of the Media and Communications Team on other projects as required. |

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| **Purpose of Job:**  |
| * Develop and drive a research Media and Communication Strategy and execute programmes to deliver activities, initiatives and outputs that will support the University’s Research Strategy and its objectives, including improving research profile nationally and internationally.
* Create relevant deliverables and analyse key information beyond top line metrics.
* Work with researchers to develop communication strategies to enhance the University’s profile and reputation nationally and internationally
* Develop and implement a strategic media program that supports the University’s research profile objectives both nationally and internationally
* Creating content for the research website
* Researching and pitching research stories to media channels
* Utilising all media channels to promote research outputs and success
* Building strong relationships with key researchers and PV-C (Research & Innovation)
* Media advice and training for Early Career Researchers
* Utilising blogs, social media and all online media and communications channels to target research stories and ensure maximum exposure
* Develop specific research theme strategies including targeting international markets and national opportunities for exposure
* Work collaboratively with all teams within the Marketing and Communications Department to ensure research outputs are integrated into broader marketing activities
* Act as University spokesperson as required.
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| **Key Responsibilities:** |
| **Media Strategy*** Responsibility for the development of a Media and Communications Strategy for the promotion of the research outputs of the University, ensuring alignment with the University 2020 Strategic Plan.
* Develop specific research theme strategies including targeting international markets and national opportunities to improve research media exposure.
* Creating content for the research website and other online channels, including blogs
* Manage and/or assist in global media outreach particularly with a focus on the University’s research outputs
* Researching and pitching research stories to all media channels
* Utilising all media channels to promote research outputs and success
* Building strong relationships with key researchers and PVC Research
* Media advice and training for Early Career Researchers and new senior research staff
* Utilising blogs, social media and all online media and communications channels to target research stories and ensure maximum exposure
* Work collaboratively with all teams within the Marketing and Communications Department to ensure research outputs are integrated into broader marketing activities
* Lead the co-ordination, approval and dissemination of research stories in the media
* Provide media advice and training on both a formal and informal basis for research staff as required as well as assisting in the education and enforcement of the University’s Media Policy

**Media Relations*** Lead and manage the development and maintenance of good relationships with local, national and international media agencies and channels.
* Anticipate and identify research stories and specific initiatives and lead the preparation of materials to publicise them effectively
* Manage the dissemination of research media outputs to the senior management team and to key personnel across the University as part of the Media and Communications reporting.

**Internal and External Communications*** Develop and deliver an integrated internal and external communications strategy across all communications channels for the Research Themes of the University

**Management*** Set strategic targets for monitoring research media coverage and performance against strategy annual targets.
* Lead and evaluate progress against strategy and be responsible for the continual evaluation and monitoring of services provided, maintaining and improving delivery as required.

**Additional*** Manage and support the University’s relationship with the Chancellor
* Undertake such other duties as may be reasonably required by the Director of Marketing and Communications
* Be part of the on-call weekend duty rota.

**NOTE:**There is a requirement for occasional evening and weekend work. |

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| **Working Relationships:**  |
| Director of Marketing and CommunicationsColleagues within the Marketing and Communications DepartmentVice-Chancellor and members of the University’s Executive Board Heads of Academic Schools and Departments and academic staffDeans and Associate Deans of FacultyPV-C (Research and Innovation) Director of Research and Innovation ServicesCommunications peers in other HEIs, and other organisations such as the Science Media Centre, The ConversationInternational, national and local journalists and media channel owners |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Be able to prove experience of developing, implementing and evaluating high profile media strategies | E | AF,S |
|  | Knowledge of and demonstrated skills in the use of social media as part of an integrated media strategy for research to increase the profile and influence of the University.  | E | AF,S |
|  | Knowledge of and experience in developing strategies, techniques, and best practices for communications, public relations, media relations. | E | AF,S |
|  | Proven writing, editorial and computer skills. | E | AF,S |
|  | Experience using online media databases | E | AF,S |
|  | Strong interest and understanding of translating complex theories and issues into easily understood and engaging material | E | AF,S |
|  | Existing strong media relationships | E | AF,S |
|  | Ability to build effective working relationships with colleagues and constituencies, the media, and outside suppliers/vendors.  | E | AF,S |
|  | Sound knowledge of media operations with contacts across print, radio, television and online both nationally and internationally; experience in liaising with and pitching to the media and a proven ability to obtain coverage | E | AF,S |
|  | Ability to work independently in a fast-moving and competitive environment | E | AF,S |
|  | Sensitivity to a multicultural, multinational workplace | E | AF,S |
|  | Ability to effectively work under tight deadlines and manage projects independently, prioritising and managing workflow | E | AF,S |
|  | Experience and knowledge of promoting and protecting corporate reputation | E | AF,S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent verbal and written communication skills | E | AF,S |
|  | Excellent interpersonal skills | E | AF,S |
|  | Ability to provide senior level professional communications advice to senior colleagues | E | AF,S |
|  | Management skills including strong interpersonal skills; and exceptional and persuasive communication skills (written and oral). | E | AF,S |
|  | Ability to recognise news relevant to the University’s reputation (positive and negative) and respond appropriately | E | AF,S |
|  | Ability to write, edit and proof read news copy, and direct news clips to highest professional standards | E | AF,S |
|  | Clear thinker, excellent analytical and decision-making skills | E | AF,S |
|  | Ability to acquire and maintain a good understanding of the Higher Education landscape and issues within it | D | AF,S |
|  | Ability to remain calm under pressure | E | AF,S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree level qualification or equivalent | E | AF,S |
|  | Relevant professional qualification in communications, journalism, public relations, media studies or related discipline | D | AF,S |
|  | Membership of a relevant professional body or organisation | D | AF,S |
| **4.** | **Other Requirements** |  |  |
|  | Self-motivated, responsive  | E | AF,S |
|  | High degree of professionalism | E | AF,S |
|  | Discretion and good judgement, tact and diplomacy  | E | AF,S |
|  | Full Driving Licence | D | AF,S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants)  |  |
| 1. Manual Handling (of loads/people)
 |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment (including lone working)
 | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation
 | 21. Contaminated soil/bioaerosols |  |
| 10. Asbestos and lead  | 22. Nanomaterials  |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc)  | 23. Workplace stressors (e.g. workload, relationships, job role etc) x |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Dorothy Albrecht, Director, Marketing and Communications  |
| **Date** | May 2016 |
| **Extension number** | 5654 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.