

**Support and Professional Services**

**Marketing and Communications**

**HEAD OF MEDIA AND COMMUNICATIONS**

**ZZ003504**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Salary is in the range £57,047 to £67,162 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 12 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:** | Head of Media and Communications |
| **Grade:** | 10 |
| **Department:** | Marketing and Communications |
| **Location:** | St Andrew’s Court |
| **Position Reference No:** | NEW |
| **Cost Centre:** | 47464 |
| **Responsible to:** | Director of Marketing and Communications |
| **Responsible for:** | Internal Communications ManagerInternal Communications Coordinators (x 3)Internal Communications OfficerSenior Media and Communications OfficerSenior Media Manager – Research ThemesSocial Media CoordinatorMedia and Communications Officers (x 2)Events CoordinatorEvents Officer Media and Communications Assistant |
| **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 Media and Communications team is responsible for the promotion, enhancement and protection of 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 through a variety of channels, both internally and externally. The team is also responsible for the delivery of the University’s Internal and External Communications Strategy and functions.The Head of Media and Communications is responsible for developing the University Media and Communications, and Internal and External Communications Strategies, ensuring alignment with the University Strategic Plan and setting of targets to deliver key KPIs against reputation, awareness and media exposure nationally and internally. The Head of Media and Communications will lead the delivery of strong and productive media relationships and engagements, drive internal and external communications aligned to strategy and lead the development of integrated communications campaigns promoting the University’s leading-edge research. The role has responsibility for the development of the University’s Social Media Policy and Strategy and will ensure effective, efficient and consistent communications of key messages internally and externally. As leader of the Events Team, this position will lead the delivery of key University events and public relations activities, to ensure impact, reputation enhancement and profile is maximized.The Head of Media and Communications is responsible for leading and managing effective Crisis and Issues Management responses, and will work closely with the Vice-Chancellor and University Executive Board.Act as University spokesperson as required. |

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| **Purpose of Job:**  |
| * Develop and drive a University Media and Communication Strategy and ensure execution of programs to deliver activities, initiatives and outputs that will support the University Strategic Plan and its objectives.
* Work with the senior management to develop communication strategies supporting the delivery of corporate culture and business strategy change imperatives.
* Design and drive strategic internal communication plans to enhance employee engagement and promote understanding of business priorities and key initiatives in partnership with Marketing and Communications, HR and the senior leadership team.
* Develop and implement a strategic media programme that supports the University’s business objectives in the region and builds thought leadership and the University brand nationally and internationally.
* Lead the development of Media and Communications Plans for University business areas.
* Drive corporate strategy and message development, pitch and announcement strategies.
* Lead and develop the University social media engagement activity and maximize digital media opportunities along with the corporate communication and marketing teams.
* Overall responsibility to ensure key messages of the University are disseminated effectively to both internal and external audiences, consistently and across all available media.
* Provide senior level professional communication advice and support to the University Executive Board on reputational matters, media relations and corporate events, to promote positively the profile and reputation of the University, nationally and internationally.
* Lead and manage the team to ensure it is responsive to the strategic intentions of the University and to the challenges of an evolving media environment.
* Lead and manage relationships within the University and externally, particularly with the media, to realise the University’s agreed strategies.
* Proactively and reactively manage corporate reputation and risk in the media and social media where appropriate.
* Lead Crisis and Issues Management media relations and communications strategies.
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| **Key Responsibilities:** |
| **Strategy and Leadership*** Responsibility for the development and execution of the University Media and Communications Strategy, ensuring alignment with the University Strategic Plan.
* Lead the delivery against the University Media and Communications Strategy to secure high level of positive and relevant media coverage for the University nationally and internationally.
* Lead the coordination, approval and dissemination of all University news releases.
* Develop and lead a strategic approach to University events, ensuring alignment with business priorities and maximum impact and reputation enhancement opportunities are achieved.
* Set and monitor clear and robust KPIs and targets, which support the delivery of the University’s objectives.

**Issue and Crisis Management*** Lead Crisis and Issues Management Media Relations.
* Be the contact point for all crisis and issue communications.
* Lead and advise the University’s crisis management team on communications, press and public relations implications and strategy.

**Media Relations*** Lead all University media relations activity within the University, act as University spokesman as necessary, and provide strategic media advice and support to the University.
* Lead and manage the development and maintenance of good relationships with local, national and international media agencies and channels.
* Anticipate and identify news stories and specific initiatives and lead the preparation of materials to publicise them effectively; anticipate and identify news stories and issues which might have a negative impact on the University; consult and advise within the University and respond accordingly.
* Lead the dissemination of media outputs to the senior management team and to key personnel across the University.
* Lead and oversee the University online news presence including UoP News, Social Media channels, eCommunicate and the searchable directory of experts.
* Lead the identification and delivery of an annual programme of media training for key senior University personnel.

**Internal and External Communications*** Lead and drive the delivery of an integrated Internal and External Communications Strategy across all communications channels
* Lead all University internal and communications.

**Public Engagement and Events*** Develop a Corporate Events strategy, aligned to the University’s key priorities, to promote public engagement and reputation building.
* Work collaboratively both internally and with external organisations to lead the delivery of specific events which meet the University’s strategic aims, including: inaugural lectures and key strategic events organised by Faculties and in Departments, as part of the Events Strategy.

**Management*** Lead and develop targets for monitoring media exposure and event performance against strategy annual targets.
* Lead, motivate, and develop staff in the Media and Communications team; monitoring performance and delivery standards and identifying/addressing staff development needs.
* Lead and evaluate progress against strategy and be responsible for the continual evaluation and monitoring of services provided; maintaining and improving delivery as required.
* Manage and be part of the on-call weekend duty rota.

**Additional*** Lead and leverage Social Media as a key channel for external communications activities.
* Undertake such other duties as may be reasonably required by the Director of Marketing and Communications.

**NOTE:**There is a requirement for occasional evening and weekend work.This post is part of the University’s Crisis Management Team and as such the post holder will be expected to respond to any significant out of hours emergency. |

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| **Working Relationships:**  |
| Director of Marketing and CommunicationsDirect Reports and other colleagues within the Marketing and Communications DepartmentVice-Chancellor and members of the University Executive Board, Heads of Academic Schools and Departments and academic staffDeans and Associate Deans of FacultyHeads of Professional Services and colleaguesCommunications peers in other HEIs, UUK, University Alliance and other organisations such as the Science Media CentreInternational, national and local journalists |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Extensive experience in Communications, PR or Marketing within large and complex organisations.  | E | AF,S |
|  | Senior level management responsibility in Communications or Marketing Communications. | E | AF,S |
|  | Demonstrated knowledge and skills in the integration of social media and digital channels in Communication strategies.  | E | AF,S |
|  | Extensive senior level experience designing, leading, implementing and evaluating organisational communication strategies, including the use of appropriate technologies. | E | Pres, AF,S |
|  | Knowledge of the strategies, techniques, and best practices for communications, public relations, marketing and media relations in large complex organisations. | E | AF,S |
|  | Extensive senior level experience and knowledge of developing and driving national and international media strategies. | E | AF,S |
|  | Experience in the development of event strategies and leading event teams to delivering high profile, reputation-building events and activities. | E | AF,S |
|  | Senior level experience of leading crisis management and communications in large complex organisations. | E | AF,S |
|  | Experience and knowledge of promoting, enhancing and protecting corporate reputation. | E | AF,S |
|  | Experience and knowledge of the Higher Education sector | D | AF,S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent verbal and written communication skills | E | AF,S |
|  | Experience of presenting at a senior level | E | AF,S |
|  | Proven leadership and interpersonal skills and exceptional and persuasive negotiation skills. | E | AF |
|  | Ability to build effective working relationships with colleagues and constituencies, the media, and outside suppliers/vendors.  | E | AF,S |
|  | Ability to provide strategic professional communications advice to senior colleagues, including on sensitive issues | E | AF,S |
|  | Ability to lead and motivate others, while participating in a team environment | E | AF,S |
|  | Ability to recognise news relevant to the University’s reputation (positive and negative) and respond proactively | 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 |
|  | Proven digital, writing, editorial and computer skills  | E | AF,S |
|  | Proactive and resilient with the ability to remain calm under pressure | E | AF,S |
|  | Ability to work independently in a fast-moving and competitive environment | E | AF,S |
|  | Demonstrated skills in project and budget management, including the ability to manage multiple projects at once with a high degree of attention to detail. | E | AF,S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Educated to Degree level or equivalent in Journalism, Communication, Marketing or any related field.  | E | AF,S |
|  | Masters Degree in a Journalism, Communication or Marketing related subject | D | AF,S |
|  | Relevant professional qualification | D | AF,S |
|  | Membership of a relevant professional body or organisation | D | AF,S |
|  | Full Driving Licence | 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 |
|  | Commitment to Equality and Diversity | E | 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.