

## JOB DESCRIPTION

**POST TITLE:** Media Officer  
Communications Group

**GRADE:** Operational 1

**SALARY:** £28,737 per annum starting salary; additional on-call payment of £1200 per annum

**RESPONSIBLE TO:** Senior Media Officer (Line manager)

**JOB SUMMARY:** Universities UK is recruiting a **Media Officer** to help us make a big impression across print, online, broadcast, and social media.

UUK is the collective voice for 140 universities in England, Scotland, Wales and Northern Ireland. As world leaders in research, teaching and innovation, our universities have a fantastic story to tell and will continue to be vital to communities and the country as they help support the national recovery effort post-pandemic.

We are looking for an individual who can spot a great story, write compelling releases, create succinct arguments from technical information and data, and adapt their writing style for everything from articles and letters to blogs and tweets. Good knowledge of a wide range of publications and media organisations is important, as is the ability to build new relationships to generate positive coverage.

The post holder will support the Senior Media Officer to ensure that the media team plans, monitors and evaluates its media coverage and social media influence for UUK members and colleagues. The post holder is also responsible for the maintenance and development of effective administrative systems – including our daily headlines service for members.

The successful applicant will also contribute towards the delivery of our [five-year strategic plan](#) and get involved with our campaigning work which demonstrates how universities change lives for the better.

### Main responsibilities

#### Media relations

- Researching and writing press releases, reactive and proactive statements, articles, and letters for publication in support of UUK's communications priorities.
- Developing communication plans for UUK priority programmes, including liaising with policy leads, UUK members and external stakeholders, to maximise positive coverage.
- Selling-in stories and securing interview opportunities across news, consumer and broadcast media titles and providing briefings for spokespeople taking part.
- Organising and taking part in the rota to send out the daily headlines services, produced by the UUK communications group.
- Providing out-of-hours cover and as part of a weekly rota (usually one week in every six weeks), for which there is an additional on-call payment

**Social media and online content**

- Working with the Senior Media Officer to coordinate the creation of engaging social media content, including drafting and publishing posts across UUK’s social media channels. This includes being the channel lead for UUK’s Twitter account, responsible for content and growth in audience and engagement
- Identifying opportunities and creative ways to use social media to increase engaging social media content, building public trust in universities and demonstrating universities’ wider impact.
- Writing copy for, and regularly updating, the news section of the UUK website.

**Administrative systems**

- Be responsible for the maintenance and development of effective administrative systems, making sure we are up to date with all publications and journalists’ contact details at relevant media outlets.
- Be responsible for measuring, evaluating, presenting, and recording our media coverage to UUK colleagues and member institutions in support of our communications plans and organisational priorities.

**PERSON SPECIFICATION**

**POST:** Media Officer  
**DIRECTORATE:** Communications Group

<b>Essential/ Desirable</b>	<b>QUALIFICATIONS AND TRAINING</b>	<b>ASSESSED</b>
<i>Essential</i>	Degree and/or professional journalism, PR or communications qualification or related communications experience.	Application Form
<b>A. WORK BACKGROUND AND EXPERIENCE</b>		
<i>Essential</i>	<b>Specialist</b> Experience of working with journalists or as a journalist. Previous experience of media management, both proactive and reactive, across a range of media types including producing and placing press releases.	Application Form
<i>Essential</i>	Proven track record of proactive PR and the ability to secure positive media coverage across a range of publications. Ability to spot and shape a story which appeals to the media and producing robust communications plan with KPIs.	Application Form/Interview
<i>Essential</i>	Hands-on experience and an in-depth working knowledge of social media, the platforms available, their functions, and usage in relation to campaigns. Knowledge of best practice and procedure for social media.	Application Form/Interview
<b>B. SKILLS AND APTITUDES REQUIRED</b>		



	<b>Communication oral and written</b>	
<i>Essential</i>	Excellent written and oral communications skills, with experience of explaining complex ideas and technical information in an accessible way and attracting the interest of media and stakeholders in stories or getting their support for approach or issue.	Application Form/Interview
<i>Essential</i>	Excellent attention to detail, including the ability to write clear and compelling copy for websites, press releases, social media, etc.	Interview/Test
<i>Essential</i>	Experience of managing social media accounts (Twitter etc.) and some experience of blog writing/editing, media monitoring, website content management and use of databases.	Application Form/Interview
	<b>Networking</b>	
<i>Essential</i>	Effective interpersonal skills with the ability to develop good relationships with others at all levels, including vice-chancellors and journalists.	Interview
<i>Essential</i>	The ability to quickly identify new contacts and build a successful working relationship with them.	Interview
	<b>Interpersonal and Team working Skills</b>	
<i>Essential</i>	Experience and ability to work within teams supporting others and contributing to team decisions.	Interview
	<b>Planning and Organisation</b>	
<i>Essential</i>	Highly organised: ability to plan and manage one's own time effectively and several projects at once, to deliver these on schedule and to keep team and colleagues appropriately updated	Interview
<i>Essential</i>	<b>Problem Solving</b>	
	Experience of using initiative to solve problems within set procedures	Interview
<b>C. SPECIALIST KNOWLEDGE REQUIRED</b>		
	<b>Sector and Subject Awareness</b>	
<i>Essential</i>	An awareness of and interest in current affairs and the UK news media.	Application Form/Interview
<i>Desirable</i>	Knowledge of and interest in higher education issues	Application Form/Interview
<b>D. PERSONAL QUALITIES</b>		



Universities UK

<i>Essential</i>	Flexible to the needs of the organisation.	Interview
<i>Essential</i>	Driven; willing to tackle demanding tasks and work under pressure.	Interview
<b>E. OTHER REQUIREMENTS</b>		
<i>Essential</i>	Available for occasional out-of-hours work including some evenings and weekends as part of the press office rota (around one week in six).	Interview