



JOB DESCRIPTION

POST TITLE:	Head of Media
DURATION:	Maternity cover on a fixed term contract from late September/October 2020 until 31 August 2021.
SALARY:	c£55,000 per annum.
GRADE:	Manager/Adviser
RESPONSIBLE TO:	Deputy Director of Communications

As world leaders in research, teaching and innovation, our universities have a fantastic story to tell.

Universities UK is the collective voice for 137 universities in England, Scotland, Wales, and Northern Ireland. Our mission is to create the conditions for UK universities to be the best in the world, so they can maximise their positive impact locally, nationally, and globally.

We're recruiting a **Head of Media** to help us make a big impression with the print, online and broadcast media.

The post-holder will lead our small, talented in-house team, bringing expertise, resilience, and creativity to inspire and support colleagues across the organisation. We're looking for a communications specialist with solid judgement, a calm and enthusiastic approach, quick to react, and full of ideas of how we can gain greater public attention and more positive coverage.

This is a great opportunity to make your mark at a national organisation representing a sector with a central role in the nation's economic and social recovery from Covid-19. The recruit will contribute towards the delivery of our [five-year strategic plan](#) and our campaigns – [MadeAtUni](#) and [WeAreTogether](#) - to demonstrate how universities change lives for the better.

Main responsibilities

- Plan and deliver proactive media relations, generating excellent levels of coverage across Universities UK's programmes of work and major campaigns.
- Manage Universities UK's response on emerging stories and issues of potential criticism, ensuring we are responding quickly and effectively across traditional and digital media.
- Be the main link with university communications teams on reactive issues, co-ordinating the sharing of messaging and approaches.



- Identify, develop and maintain good relationships with a range of print, digital and broadcast media, including education media, consumer journalists, and political commentators, ensuring that Universities UK’s views are understood and translate into strong coverage.
- Work with colleagues to identify and train spokespeople on key issues, providing high-quality briefings.
- Develop strong partnerships with external stakeholders for media campaigning, building coalitions on important issues of common interest.
- Play a leading role in the development of our digital strategy, collaborating with our social media channel leads to spot opportunities for creating impactful and innovative content.
- Be an excellent role model to the team and a strong and supportive manager to the Senior Press and Social Media Officer.
- Manage press office suppliers and budgets, making sure services provided represent value for money, and are delivered on time and to budget.
- Work with the Director and Deputy Director of Communications to evaluate our successes, identifying areas for improvement and better ways of working.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

PERSON SPECIFICATION

POST: Head of Media

GRADE: Manager/Adviser

Essential/ Desirable	QUALIFICATIONS AND TRAINING	ASSESSED
	A. WORK BACKGROUND AND EXPERIENCE	
<i>Essential</i>	Extensive experience on a national level to influence major issues working with a range of external stakeholders, media and public audiences.	<i>Application form</i>
<i>Essential</i>	Proven ability to design and deliver high-quality media relations across multiple channels, engaging stakeholders and having impact.	<i>Application form/ interview</i>
<i>Essential</i>	Educated to degree level.	<i>Application form</i>



B. SKILLS AND APTITUDES REQUIRED		
<i>Essential</i>	Excellent written and oral communication skills with the ability to write high-quality copy for a range of different audiences and media outlets.	<i>Application form/Interview</i>
<i>Essential</i>	Experience of responding effectively to media scrutiny on high-profile issues, co-ordinating responses in a multiple stakeholder environment and across digital channels, and changing perceptions.	<i>Application form/Interview</i>
<i>Essential</i>	Ability to mobilise resources - including external partners and media - to support organisational priorities and to deliver results.	<i>Interview</i>
<i>Essential</i>	Experience of using creativity to solve problems and innovating to increase the impact of communications outputs.	<i>Interview</i>
<i>Essential</i>	Budget management experience and ability to secure good value for money and high-quality work from agencies and other suppliers.	<i>Interview</i>
C. SPECIALIST KNOWLEDGE REQUIRED		
<i>Desirable</i>	Knowledge of the higher education sector, its strengths and the issues facing it.	<i>Interview</i>
<i>Essential</i>	Knowledge and experience of how digital outputs can complement and increase the reach and success of traditional media work and vice versa.	<i>Interview</i>
<i>Essential</i>	Has a range of media contacts and evidence of being able to develop and maintain productive relationships with journalists.	<i>Application form/Interview</i>
D. PERSONAL QUALITIES		
<i>Essential</i>	An inspirational manager and evidence of coaching to raise performance levels at an individual and team level.	<i>Interview</i>
<i>Essential</i>	Resilience and ability to secure results and willingly tackles demanding tasks.	<i>Interview</i>
<i>Essential</i>	Ability to build relationships and trust with a range of internal and external stakeholders.	<i>Application form/Interview</i>
<i>Essential</i>	Champions equality, diversity and inclusion, respects difference, and encourages colleagues to be themselves at work.	<i>Interview</i>



Universities UK

<i>Essential</i>	Determination to achieve excellent results, evidence of perseverance despite significant obstacles and desire for continuous improvement.	<i>Interview</i>
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