

JOB DESCRIPTION

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| Vacancy reference: | SRF 35147 |
| Post Title: | Assistant Press Officer |
| Grade: | 4 |
| School/Department: | Henley Business School |
| Reports to: | Senior Press Officer |
| Responsible for: | N/A |

Purpose

This role forms part of the PR team at Henley Business School, which has operations at Greenlands and Whiteknights campuses as well as overseas operations.

Main duties and responsibilities

Work within the PR team to support the Senior Press Officer and the Head of PR, Communications and Content with the organisation of press and brand campaigns, monitoring and evaluating media coverage and assisting with internal communications. Provide a press office function for the Business School, responding to media enquiries in an accurate and timely manner, and seeking opportunities for our academics and spokespeople to comment on the news agenda. Research and write press releases and news stories ensuring that copy is newsworthy, insightful and on brand. Promote Henley's offering to key audiences, including utilising social and multimedia channels where appropriate.

Tasks include:

Press office

- Supporting the Senior Press Officer and the Head of PR, Communications and Content with press and brand campaigns
- Managing the production of fortnightly internal newsletters to staff, containing key media highlights and other information
- Writing and communicating clearly written PR content including drafting press releases and news stories, ensuring copy is newsworthy, accurate and on brand
- Responding to media enquiries in an accurate and timely manner
- Seeking interview opportunities for Henley academics and spokespeople to comment on the news agenda and identifying hooks for Henley's research and projects
- Proactively seeking opportunities to promote Henley research and news stories through developing key contacts within the Business School

Stakeholder engagement

- Liaising with a range of stakeholders including journalists, faculty, colleagues, suppliers and partner organisations
- Liaising with creative agencies and other PR suppliers

Event and campaign management

- Supporting PR, Digital and Brand colleagues with the organisation of press and brand campaigns and events

Reporting and monitoring

- Monitoring and evaluating media coverage through production of a monthly PR activity report
- Researching and updating the forward planning PR grid

Supervision received

The post will report to the Senior Press Officer who will provide day-to-day guidance and support longer-term development, but the post holder will be expected to take responsibility for agreed PR projects.

Supervision given

N/A

Contact

Senior academic and non-academic staff within Henley Business School, journalists, alumni, various departments of Henley Business School and international associates, various administrative departments of the University of Reading.

Terms and conditions

Fulltime fixed term. This role will initially be home-based, subject to changing government guidance, you will be based at our Whiteknights campus in Reading, with the flexibility to work at our Greenlands campus in Henley-on-Thames as required. Standard hours of work are 36 hours per week.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Date assessed: April 2021

PERSON SPECIFICATION

| Job Title | School/Department |
|-------------------------|--|
| Assistant Press Officer | Henley Business School, Marketing and Communications |

| Criteria | Essential | Desirable |
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| Skills Required | <ul style="list-style-type: none"> • Excellent written and verbal communication skills • Ability to communicate effectively with stakeholders • Good interpersonal skills • Ability to build and sustain positive working relationships • Good planning and organisational skills • Good PC skills, including Word, PowerPoint and Excel | <ul style="list-style-type: none"> • Ability to work effectively using own initiative • Ability to prioritise and schedule multiple tasks |
| Attainment | <ul style="list-style-type: none"> • Studying for or completion of relevant qualifications in Journalism, PR or related subject • Good educational attainment at least to A level or equivalent | |
| Knowledge | <ul style="list-style-type: none"> • An understanding of PR principles • Understanding of how PR can be integrated with content marketing and digital channels | <ul style="list-style-type: none"> • Knowledge of the use of media monitoring software and contacts databases • An understanding of event management |
| Relevant Experience | <ul style="list-style-type: none"> • Office administration experience | <ul style="list-style-type: none"> • Experience of coordinating /adminstrating an event • Involvement in a publicity campaign |
| Disposition | <ul style="list-style-type: none"> • Strong customer focus • Friendly, well-spoken and professional attitude • Accuracy and attention to detail | <ul style="list-style-type: none"> • Self-motivated • Self-confident and able to work with strong assertive personalities |
| Other | <ul style="list-style-type: none"> • The flexibility to work across University campuses as required | |

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| Completed by: Cheryl Walmsley | Date: April 2021 |
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