

JOB DESCRIPTION

Vacancy reference:	SRF31435
Post Title:	Assistant Press Officer
Grade:	Grade 4
School/Department:	Henley Business School
Reports to:	Nicola Hine
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 provide a press office function for the Business School, arranging media interviews and responding to media enquiries in an accurate and timely manner, 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, which will include planning and implementing integrated PR and communication plans, including utilising social and multi-media channels where appropriate. Help to manage press events including a flagship research campaign launch.

Tasks include:

Press office

- 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
- Writing and communicating clearly written PR content including drafting press releases and news stories, ensuring copy is newsworthy, accurate and on brand
- Proactively seeking opportunities to promote Henley research and news stories through developing key contacts within the Business School
- Supporting the Senior Press Officer, the Head of PR and Communications and other Digital and Brand colleagues

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 colleagues with the organisation of press and brand events and campaigns

Reporting and monitoring

- Monitoring and evaluating media coverage through production of a monthly PR activity report
- Managing the production of fortnightly internal newsletters to staff, containing key media highlights and other information
- 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 UOR.

Terms and conditions

This role will be based at Whiteknights but will require flexibility to work across both Greenlands and Whiteknights as required. Standard hours of work are 36 hours per week but some extra hours may be required, including weekend working, depending on the events and projects supported.

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: December 2019

PERSON SPECIFICATION

Job Title	School/Department
Assistant Press Officer	Henley Business School

Criteria	Essential	Desirable
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"> • Good educational attainment at least to A level or equivalent 	<ul style="list-style-type: none"> • Studying for or completion of relevant qualifications in Journalism, PR or related subject
Knowledge	<ul style="list-style-type: none"> • An understanding of PR principles • Knowledge of the use of media monitoring software and contacts databases • Understanding of how PR can be integrated with content marketing and digital channels 	<ul style="list-style-type: none"> • An understanding of event management
Relevant Experience	<ul style="list-style-type: none"> • Office Administration experience 	<ul style="list-style-type: none"> • Press office/journalism experience • Experience of co-ordinating/administrating 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 personalities
Other	<ul style="list-style-type: none"> • The flexibility to work out of normal working hours to assist/attend key events and to work across University campuses as required 	

Completed by: Nicola Hine

Date: December 2019