Job Title: PR and Media Officer

Unit/School: MCSR

Grade: 5A/B

HERA: MCSR42

Core purpose of role

As the PR and Media Officer, you will develop media plans and PR and media content aligned with the University's strategic ambitions. You will also provide a highly responsive reactive media handling and monitoring capability and proactively create and seed stories to increase engagement and enhance the reputation of Cardiff Met. Key to this role will be developing and adapting media and PR content for use on digital and social media. This is a key post that will contribute to the University's Strategy 2030, reinforcing strategic priorities through effective storytelling and media outreach.

Key responsibilities and contributions

- Work closely with staff across the University to identify potential news stories, develop key communications messages, and plan and deliver PR and multimedia campaigns.
- Research, write and distribute news stories, social media posts, blogs, opinion pieces in traditional and multimedia formats.
- Act as the first point of contact for calls from the media, dealing with press enquiries, and finding experts for media comment and to maximise newsjacking opportunities.
- Play a key role in supporting the University's crisis/major incident response, including familiarisation with the crisis communications plans.
- Play a key role in proactive and reactive media handling for reputation issues, including the drafting of key messages for senior spokespeople and the drafting of media statements/lines.
- Develop and maintain the university's league table and awards database, and provide league table compilers with up-to-date content, liaising with other internal departments.
- Support academics on how they can promote their research/work and raise their profile in the media and through thought leadership and The Conversation.
- Set up media interviews and external speaking opportunities for staff, providing full briefings and attendance as required.
- Produce written and multi-media news content for the website, staff and student channels and bulletins/emails, and appropriate social media.
- Ensure that all communications are accessible and relevant to audience, including compliance with Welsh Language Standards. This includes familiarising yourself with and ensuring adherence to Cardiff Met communications protocols and Crisis Management plan.
- Monitor, evaluate and report on the impact of Cardiff Met's media and external communications activity, maximising the effectiveness of all channels and monitoring the University's external profile to safeguard the University's reputation.
- Work with senior colleagues to research and write material for the University's corporate publications, proofreading and overseeing quality of publications where appropriate.

- Collaborate with School Marketing Officers to support marketing plans and aid student recruitment through engaging media and PR content.
- Any other responsibilities within the competence of the post holder may be assigned by the Communications Manager. The nature of the job requires a flexible attitude towards some out of hours work. The post holder will be expected to attend some out of hours events and at times to respond to out of hours enquiries and emergencies.

Person specification

Essential qualifications / Professional memberships

- Qualified to degree level or equivalent experience in a communications/PR related field

Essential experience, knowledge and skills

1. Experience in a communications/press/public relations role.
2. Knowledge and appreciation of communications challenges facing the HE sector.
3. Excellent copywriting and proofreading ability.
4. Effective communication skills, both written and verbal, with evidence of being able to work under pressure and meeting tight deadlines.
5. Experience of developing, writing, filming, editing and subtitling high quality, engaging multi-media communications and content for a wide range of audiences and channels.
6. Ability to handle sensitive information with tact and discretion.
7. Ability to liaise confidently with colleagues at all levels both inside and outside of the university.

Desirable

1. Experience of SEO and writing for web.
2. Experience in journalism

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: Welsh language skills levels. If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
A2 - Basic user				

Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.