

## PR and Communications Officer (part-time)

### Basic information

**Band:** D

**Job family:** Marketing Communications

**Terms:** Permanent (part-time, 2.5 days per week)

**Location:** Cheltenham

**Reports to:** Head of Media and Public Affairs

**Team:** UCAS Media

**Business unit:** External Relations

### Additional

**conditions:** Part-time with the expectation to flex working hours to match demands of role, particularly over the July and August period.



### Role purpose:

To deliver high quality proactive and reactive media and stakeholder communications, to enhance the public profile and reputation of all UCAS' services.

### Key duties and responsibilities:

- Act as a point of contact for media and stakeholder enquiries – including working with communications colleagues in UK government departments and funding councils, plus sector bodies including BIS, DfE, UUK, AoC, GuildHE, Million Plus, Russell Group, University Alliance, SPA, HESA, NUS, OFFA, Sutton Trust, British Council, and others as required.
- Deliver PR strategies for a range of UCAS' campaigns and services.
- Create and manage communications plans for the release of our data and analysis reports on all aspects of applying to higher education.
- Write effective press releases, blogs, and articles for placement in national and specialist media.
- Use social media, including our dedicated @UCAS\_analysis Twitter account, to spread the reach of our work and public engagement with it.

- Upload analysis reports, data files, and press office content to the UCAS website and work across the business to make this happen to deadlines.
- Give media relations advice at all levels and articulate our messages to stakeholders across the education sector.
- Maintain knowledge of higher education policy and the opportunities and challenges these create for UCAS as an independent charity.
- Have experience of media monitoring and produce regular reports to show the measurable impact of our media relations work.
- Organise and deliver media training for groups across the organisation as required.
- Manage the media and stakeholder communications plan up to and during Confirmation and Clearing.
- Deputise for (and if needed assist) the Head of Media and Public Affairs on the Crisis Management Team.
- Contribute to the scoping and recording of risks as part of the External Relations risk management function.
- Support senior managers and Internal Communications colleagues. In particular, the post-holder would be asked to become familiar with internal communications at UCAS so they can support this function.

### **Accountabilities:**

#### **Primary customers/stakeholders:**

##### **Internal:**

UCAS CEO, Executive Team, External Relations, Analysis and Research, Customer Experience and Marketing, Senior Management Group.

##### **External:**

Media outlets, government departments, sector organisations, researchers, higher education providers.

#### **Financial authorities:**

- None

#### **Non-financial authorities:**

- None

### **Person specification:**

- Relevant experience in a corporate communications or journalism role.
- Excellent understanding of broadcast, print, and online media, their workings and procedures.

- Ability to manage diverse stakeholder communications relationships and articulate key messages around public releases.
- Be at home with the technical and communications requirements of using social media as a public relations and information channel.
- Prior experience of delivering against communications strategies that address wide ranging issues and markets.
- Experience of handling crisis communications and reputation management during fast-moving news stories.
- Experience of positioning an organisation to a range of audiences, in particular the need to work across a range of projects, targeting a range of media outlets.
- Knowledge of public sector agencies and public policy in relation to higher education would be desirable, but is not essential.
- Excellent written, oral, and presentational skills with the ability to present complex information (including analytical reports) in a concise style for multiple audiences.
- Strong influencing and negotiation skills.
- The ability to communicate at a senior level both internally and externally.
- Excellent interpersonal and organisational skills.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

### **Our values in action**

**Customer** – We always look through the customer lens. The logic of the customer is the logic of UCAS.

**Commitment** – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

**Team** – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

**Outcomes** – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

**Agility** – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

**Extraordinary** – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.