

Media & Press Relations Manager

Basic information

Band: C

Job family: Marketing & Communications

Terms: Fixed term until 24 February 2017

Location: Cheltenham

Reports to: Director of External Communications

Team: Media & Public Affairs

Business unit: External Relations



Role purpose:

To protect and enhance the reputation of UCAS through managing and delivering the press office service for the business, covering both proactive engagement with the press and stakeholders, and dealing with incoming enquiries.

Key duties and responsibilities:

- Manage and deliver the press office service for the business, working with a Senior Media and Public Affairs Officer, and a PR and Communications Officer.
- Work closely with members of the senior and executive team, including the CEO, to provide your expertise on the handling of issues.
- Manage our crisis communications and act as our media spokesperson.
- Responsible for developing and delivering content and stories across traditional and digital channels, to achieve positive coverage that promotes the full range of services we offer, and positions our analysis effectively to inform the national policy agenda.
- Dealing with incoming enquiries and proactively engaging with the press and stakeholders.
- Provide out of hours cover alongside other press office colleagues.
- Develop ideas to promote messages and stories to achieve strategic goals, write and edit content for a range of audiences, and deal directly with a wide range of media organisations.

Person specification:

- Previous experience of working in a professional communications role is essential.
- Working experience of the higher education sector.
- Political awareness and a proven ability to identify and evaluate opportunities and risks, and provide proactive strategic advice on positioning and messaging to the CEO and directors.
- Experience of developing and/or delivering crisis communications.
- Excellent communication skills, with an ability to confidently and tactfully build and maintain effective relationships with a wide range of internal customers, and with the media and other external communications professionals.

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.