**Job Related Information**

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. **Role Details**

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>14948</th>
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<tbody>
<tr>
<td>Job title:</td>
<td>Media Relations Officer Trainee</td>
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<td>Reports to:</td>
<td>Deputy Head of Media Relations</td>
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</table>
| Salary:           | £29,799 to £31,604 during training  
                   | £32,548 to £38,833 upon completion of training |
| Terms and conditions: | Academic Related |
| Grade             | G6/G7 |
| Duration of post: | Permanent |
| Working hours:    | Full Time |
| Location:         | Milton Keynes |
| Closing date:     | 12 Noon on 24 August 2018 |
| Type of application form accepted: | Short Application, CV and Covering Letter |
| Number of referees required: | Three |
| Unit recruitment contact: | Comms-Recruitment@open.ac.uk |
2. Summary of duties

The role covers all necessary details to enable satisfactory completion of the processes and activities that deliver the Unit’s business targets.

The University’s Academic Related Trainees Procedure will apply to this post; further details will be provided at interview stage.

Purpose Statement

To contribute to developing and implementing the University Media Relations strategy through working with your allocated contacts in the University.

To work with Media Relations team members to optimise positive news coverage in targeted media, championing our key messages and ensuring the quality of coverage.

To pro-actively seek opportunities to achieve coverage for the work of the University, and provide timely responses to reactive media enquiries.

To contribute to the collation and distribution of media coverage on a daily basis and liaise with Unit colleagues to highlight significant media coverage achievements.

Main responsibilities

Strategy and Planning

• Contribute to development of strategy, maintaining a good knowledge of the University, key client groups, and of communications practice/technologies.

• Contribute to the enhancement of University reputation by raising awareness of University activity.

• Contributing and developing creative ideas for traditional and new (social) media.

Writing/Researching/Liaising

• Write news releases and research and develop media information as required and contribute stories to the OU News platform.

• Research press queries and provide checked and cleared materials to media deadlines.

• Source, develop and write story pitches to feature journalists.

• Be alert to pro-actively source media opportunities for the University’s academic experts.

• Develop and implement publicity plans for selected BBC / OU co-productions

• Play a part in producing the daily roundup of OU stories in the news and the media coverage report to Council, maintaining and developing the cuttings collection, analysis and distribution system.

• Help maintain The Open University’s online news site at www.open.ac.uk/media.

• Maintain a shared database of press contacts with details of enquiries, actions promised and
3. **Person specification**

Please note that less experienced candidates who are applying under the Academic Related Trainee Scheme are not expected to meet the criteria shown in italics. These skills and qualities will be developed during the training period.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>(E = Essential/ D = Desirable)</th>
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<tbody>
<tr>
<td><strong>Education, qualifications and training</strong></td>
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<tr>
<td>Essential:</td>
<td>• Minimum of a second class honours degree or equivalent</td>
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<tr>
<td>Desirable:</td>
<td>• Professional qualification in PR or Journalism (e.g. CIPR Cert/Dip or NTCJ Qualification)</td>
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### Knowledge, work and other relevant experience

**Essential:**
- Proven experience in a press office or journalistic environment and of being an organisation’s spokesperson.
- Experience of briefing senior managers, organisation leaders and spokespeople ahead of media interviews.

**Desirable:**
- Knowledge of media database systems, in particular Newsflash, Foresight and Gorkana.
- Experience in media training and corporate PR would be an advantage.

### Personal abilities and qualities

**Essential:**
- A high level of both spoken and written interpersonal and communications skills.
- The ability to work quickly and accurately to tight deadlines and producing written material which requires minimal input from senior colleagues.
- Able to plan, organise and prioritise workloads to ensure that Media Relations deadlines are met within resource constraints.
- Have an understanding of diversity and how this may affect the work of the post holder or their contacts. Recognising diversity as a strength which increases effectiveness of staff, student and external engagement.
- The ability to take a full brief, agree to and ensure its fulfilment.
- The ability to work as part of a team of towards a common goal.
- Able to work cooperatively with others in order achieve, both Unit and team objectives.
- The ability to actively promote and communicate the OU Vision
- Able to take ownership of tasks on a range of projects ensuring they are completed to schedule and agreed standards.
- Able to work creatively to develop innovative and workable solution to generating media publicity.
- Shows a commitment to own development.
- Able to seek, accept and act upon feedback and learn from the process.
### Desirable:
- The ability to generate creative approaches to reach journalists via social media.

### 4. Role specific requirements e.g. Shift working
- The team operates an on call out of hours rota for handling for media inquiries.

### 5. About the unit/department

**Directorate**
- Provides counsel to the OU’s senior leadership, and advises OU staff at every level, including best practice, on communications.
- Ensures communications activities are delivered in line with the University’s strategic plan, and that these effectively contribute towards promoting the OU’s position as a world leader in flexible lifetime learning.
- Provides professional leadership for the OU on communications.

**External Communications**

**Media Relations**
- Drives the OU’s news output and shapes the way the University is portrayed in the media.
  - Manages the University’s reputation through:
    - planning and shaping the editorial agenda;
    - identifying, sourcing and developing positive stories to promote the OU as a top university;
    - evaluating and advising on opportunities and risks; and taking timely and appropriate action on behalf of the University; and
    - nurturing relationships with key journalists and opinion-formers.

**Social Media Engagement**
- Provides Social Media Engagement that delivers proactive and responsive reputational management and adoption of ‘social everywhere’ – particularly in supporting ‘Communicating Academic Excellence’ and Corporate Reputation. Dedicated to using creative solutions to support our students, engage our advocates in relevant/topical conversations and be the ‘go to place’ for HE news and current debate in order to protect and enhance our reputation.

**Digital Communications**
- Provides Digital Services that provides a framework to manage and enhance the University’s digital estate for the public web (excluding recruitment of students) and next generation intranet - enabling the delivery of the best possible experience for all audiences to visitors to (for example) News, Research, Faculties, Nations etc., and quality staff engagement through the intranet technologies we provide.

**Corporate & Change Communications**

**Corporate Communications**
• Guides, advises and enables pan-University communications, including:
  • Effectively engaging staff with university strategy, institutional change and other initiatives;
  • Supporting managers and their teams in delivering meaningful and effective communications;
  • Staging of impactful and well-managed events;
  • Managing the Business Planning process for the Communications Unit;
  • Establishing and managing the framework for effective editorial planning; and
  • Coordinating with the OU’s academic community to deliver effective campaigns on Communicating Academic Excellence (CAE).

**Change Communications**
- Leads on delivering fast, accurate responses to complex and sensitive pan-University issues. Coordinates closely with other teams to deliver effective communications and campaigns, through:
  - developing accurate and compelling messaging;
  - targeting and briefing key external stakeholders (not covered by GEA); and
  - providing guidance, briefing and negotiating agreements with external stakeholders on local and national partnerships, including event sponsorship opportunities.

**Government & External Affairs (GEA)**
- Engages governments and other key organisations and individuals to secure policy and funding objectives to support the OU’s mission through:
  - gathering intelligence, assessing and coordinating policy proposals across the OU;
  - building relationships with decision-makers to increase influence and advocacy; and
  - ensuring the four-nation status of the OU is promoted through close working with Nation Directors and their teams.

**Business Services Team**
- Staffing, Recruitment, Induction, Training and Development support and guidance
- Finance and budget management support and guidance
- Manage and support of general office functions (H&S, booking travel and accommodation, management of stationery and IT equipment)

6. **How to obtain more information about the role or application process**

If you would like to discuss the particulars of this role before making an application or you have any questions regarding the application process please contact The Recruitment Coordinator by email at comms-recruitment@open.ac.uk

7. **The application process and where to send completed applications**

| Please ensure that your application reaches the University by: | 12 Noon on 24 August 2018 |
8. Selection process and date of interview

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<tr>
<th>The interview panel will be chaired by:</th>
<th>TBA</th>
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<tr>
<td>The interviews will take place</td>
<td>TBA</td>
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We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.

Applications received after the closing date will not be accepted.