Job Description – Media Relations Manager

About the Role
This role is based in the newly created Marketing and Communications (MarComms) unit and the position sits within the Media Relations team.

Our vision for the new unit is to tell the OU’s story to the world and inspire more people to benefit from life-changing learning - our mantra for success is impact and value. This role requires you to deliver high impact and high value earned media coverage for the OU.

Key Responsibilities
You will be responsible for delivering high impact and high value earned media coverage for the OU across a range of different subjects.

You will take the lead in sourcing and creating stories to be used in University wide campaigns and external activity.

The role requires interaction and management with groups of different stakeholders across the University that will often have different objectives that need prioritising.

The role will also support the OU’s leaders, experts and our amazing students, as they deliver the universities key messages and stories to the outside world.

You will manage relationships with key journalists so that effective media handling is evident in outputs that show the OU in a positive way.

As well as managing earned outputs with a range of different tactics (press release, authored articles, pitches to journalists, etc) the post holder will be required to produce high-quality written content for the University’s external facing news website OUnews.co.uk.

This post will also share the day-to-day reactive incoming work of the media relations team which will include a daily round up of press coverage and the out-of-hours duty rota.

Skills and Experience

Experience of a press office or journalistic environment. Generating stories, media handling processes and tactically placing stories with journalists and the media.

Evidence of strong spoken and written interpersonal and communications skills and the ability to work quickly and accurately to tight deadlines producing written material which requires minimal input from senior colleagues.
Can navigate a complex organisation, prioritise and deliver with multiple stakeholders that have different objectives.

Experience of supporting senior leaders and spokespersons with briefings and tactics on handling the media so that key messages are prominent and hit in external media coverage.

Evidence how key relationships with the media and journalists have been crucial to land stories.

Can use industry recognised media monitoring platforms for evaluation, planning tools to find story hooks and journalist databases.