Job Description – Media Relations Manager / External Communications Manager

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

Our vision is to tell the OU’s story to the world and inspire more people to benefit from life-changing learning. We need somebody who can craft narratives and key messages on a wealth of different stories and projects. Whilst this role requires you to deliver high impact external coverage for the OU, we are looking for somebody that can work across multiple channels delivering stories and content.

Key Responsibilities
You are proactive and can spot the story, working with others to extract the information, evidence, and human stories to create powerful narratives and key messaging.

You will be accountable for delivering high impact and high value earned media coverage for the OU with a range of key stakeholders, including faculties and business units.

You can take a planned approach to work, by leading, sourcing and creating stories to be used in University wide campaigns and external activity.

Experience of contributing to the delivery of integrated campaigns across paid, earned, shared, and owned communications channels.

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 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 see you working on reactive queries from the press and media.
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.

Can demonstrate a track record of turning around different and varied communications quickly across a range of channels.

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 landed in media coverage.

Demonstrate how relationships with the media and journalists have been crucial to land stories and ability to thoroughly monitor the news agenda daily for reactive and proactive opportunities.

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

Experience of regular reporting to demonstrate the measurable impact of coverage and the ability to demonstrate how earned media has delivered on a specific set of objectives.