Press Officer (maternity cover)

**Department:**  
External Relations

**Hours of work:**  
Full-Time / 37 hours a week

**Contract type:**  
Fixed-Term / up to 10 months

**Salary:**  
£34,308 - £42,155 a year / Grade 6
**Main purpose of the role**

The University of York is seeking to appoint a Press Officer to cover maternity leave from December 2022 until September 2023. The successful candidate will work within a small team in the Press Office under the overall leadership of the Director of External Relations. Your role will be to help advance the reputation of the University by promoting the University’s research strengths and will be expected to generate high levels of media coverage for the University in international, national, regional and specialist media. You will also be expected to defend the University’s reputation, deal with day-to-day requests from the media for expert comment and react to breaking news.

**Key responsibilities**

(Role holders will be required to undertake some or all of the duties below)

1. **Role Specific Responsibilities**
   - To research, edit and issue news releases about the University’s research, new teaching initiatives, staff and student achievements, student recruitment, and strategic developments
   - Develop proactive media campaigns for departments, academics and University
   - To generate background and subject-specific briefings to members of staff and journalists
   - To develop and enhance relationships with key UK and international journalists
   - To deal proactively and reactively with media inquiries
   - To maintain University web pages for journalists
   - To help maintain and enhance University’s social media profile
   - Develop short videos highlighting our research findings and corporate announcements for use on social media
   - To help track media coverage and make use of analytics to inform future media campaigns
   - Some weekend and on-call requirements

   The above list of duties is not exhaustive and is subject to change.
   The post holder may be required to undertake others duties within the scope and grading of the post.

2. **University of York Responsibilities for Grade 6**

   **Service and Operational Delivery**
   - Oversee a responsive and proactive support service to ensure service expectations are met.
   - Collect and analyse stakeholder feedback to help define needs and requirements and the design and planning of services.
   - Contribute to operational leadership teams and decision making to shape the nature and level of support services.
   - Implement changes to the design and development of a service.
   - Accountable for delivery of a service within a defined area or defined responsibilities.
   - Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
   - Depending on the role, may be required to act as operational line manager - setting, monitoring and overseeing the work of the team on a day to day basis
Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement
- Analyse service and operational delivery data and provide reports, making recommendations for improvement as appropriate.
- Ensure the review and improvement of systems and procedures in line with University frameworks.
- Review internal and external practice to identify opportunities for future improvements or efficiencies.
- Apply expertise to identify, understand and propose resolutions for issues or problems.
- Proactively identify opportunities for building personal knowledge and skills for self and others.
- Deliver knowledge sharing on specialist defined processes across the broader team.

Specialist Contribution
- Provide advice to stakeholders in relation to complex policies, procedures and regulations.
- Provide specific technical advice to ensure compliance with legislation, statutory duties, etc.
- Provide specialist expertise and support with complexity of data and information sources, providing interpretation and analysis.
- Carry out in-depth, complex investigations or searches; interrogate the information and data to identify trends and patterns.
- Deliver training, teaching and/or development delivery for stakeholders.

Collaboration and Communication
- Establish, maintain and develop productive and ongoing relationships with University stakeholders to create ideas for tactical service or operational delivery development.
- Build relationships and networks internally and externally to build and update knowledge and skills.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.

Governance and Oversight
- Oversee activity to ensure all processes and transactions are delivered in line with regulatory and professional service and policy standards.
- Provide advice and training to stakeholders regarding compliance and regulations relating to the area of responsibility.
- Contribute to the creation or development of policy and procedures to take account of internal and external changes.
- Ensure activities and documents comply with internal University and external regulation, policy and procedures.
Planning and Organisation

- Plan, organise and prioritise own workload (and, where applicable, the workload of team members on a regular basis), taking into account operational needs and changing circumstances of the team over the short to mid term.
- Plan and manage longer term programmes of work, monitoring progress as required.
- Lead the delivery of projects to facilitate service operational change or play a role in University-wide projects.
### Person specification

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<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Appropriate professional qualification (NCE or public relations qualification)</td>
<td>Desirable</td>
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<tr>
<td>Extensive knowledge of print, broadcast and online media</td>
<td>Essential</td>
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<td>Knowledge and/or experience of relevant legal issues and codes of conduct</td>
<td>Desirable</td>
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<td>A knowledge of higher education and the changing role of universities</td>
<td>Desirable</td>
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<td>Excellent IT skills, including expertise in exploiting social media</td>
<td>Essential</td>
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<td>Exceptional written and oral communications skills</td>
<td>Essential</td>
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<tr>
<td>Ability to turn often complex and technical subject matter into an engaging and informative material</td>
<td>Essential</td>
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<tr>
<td>Ability to develop and produce the following: press release, video clip, tweet or similar</td>
<td>Essential</td>
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<td>Ability to work in a team as well as independently, using own initiative</td>
<td>Essential</td>
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<td>Ability to work effectively and flexibly under pressure and to very tight deadlines</td>
<td>Essential</td>
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<td>Ability to deliver effective presentations</td>
<td>Desirable</td>
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<tr>
<td>Experience in the media, either as a journalist or in a press office or public relations department</td>
<td>Essential</td>
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<td>Experience of new and emerging technologies in digital communication</td>
<td>Desirable</td>
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<td>Experience working both proactively and reactively with journalists</td>
<td>Desirable</td>
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**University of York Person Specification for Grade 6**

**Qualifications:**

Level 3 qualification. (Qualifications at this level include A levels. Please view the full list). We also welcome applicants with equivalent non-uk qualifications or equivalent professional experience.

**Skills - demonstrates the ability to:**

- Lead projects
- Gather, analyse, interpret and report complex data/information
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<th>Use digital technologies including Google applications and/or Microsoft Office</th>
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<tr>
<td>Communicate effectively in verbal and written formats, including the use of a variety of digital tools</td>
<td>Essential</td>
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<td><strong>Behaviours:</strong></td>
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<td>Works collaboratively with others</td>
<td>Essential</td>
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<td>Delivers a quality service</td>
<td>Essential</td>
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<td>Develops self and others</td>
<td>Essential</td>
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<td>Actively champions respect, inclusivity, equality and diversity</td>
<td>Essential</td>
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<td>Identifies and implements continuous improvement</td>
<td>Essential</td>
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