

## Senior Press and Digital Communications Officer Vacancy Description

### Background

The Russell Group represents 24 leading UK universities which are committed to maintaining the very best research, an outstanding teaching and learning experience and unrivalled links with business and the public sector. You can find out more about us on our website: <http://www.russellgroup.ac.uk>.

We aim to ensure that higher education and research policy development is underpinned by a robust evidence base and a commitment to improving life chances, raising aspirations, contributing to economic prosperity and innovation, and to civic responsibility.

Our work on higher education policy encompasses a wide range of important public policy areas including the economy, industry, the labour market and research and development; tax, welfare and public finances; children and families; regional development; public services and education from early years' provision, schooling and further education to workforce development.

### Responsibilities of the Role

This is a new role in a busy Westminster office, for an organisation which values its people. The postholder will support the Director of Communications in developing the organisation's on-line presence, including through our website and social media activity. They will also support our Media Relations Manager in implementing our communications strategy across national, regional and sector press, building their own network of journalists and key stakeholders

The successful candidate will:

- Work with the Director of Communications to develop and execute a new digital plan, supporting the Chief Executive's overarching strategy for the organisation. This will include developing the Russell Group's on-line presence through our website and appropriate social media platforms.
- Provide press support to the Media Relations Manager, including through drafting media releases, reactive lines, articles, blogs etc.
- Build relationships with relevant colleagues across the Russell Group's 24 member universities and other stakeholders to coordinate activity.
- Provide counsel to the senior management team on digital and media communications.
- Take on out-of-hours duties where necessary to respond to media enquiries and emerging stories.
- Attend relevant events to represent the Russell Group.
- Participate fully in an integrated comms team which covers external relations, events and media, including social media
- Experience of designing graphics and other online content is desirable

## **Candidate Profile**

We are looking for a motivated, creative and confident individual to fill this role. Ideally, you will have solid experience in both press work and digital communications, but we are happy to see excellent candidates who have stronger credentials in one of these areas but wish to develop the other. We want someone who understands how institutions can find a way of telling compelling stories about their work and values online, and who can help get our messages out through traditional media channels too. An interest in politics and public policy is important but you do not need a background in higher education. The successful applicant will have a proven track record in turning complex and sensitive policy into clear, well-drafted and persuasive messaging.

## **Terms and Conditions**

This appointment is permanent and will be based in London. We welcome applications from people whatever their race, gender, disability, sexual orientation, religion and belief, or age.

The starting salary will be £33,000-£37,000 dependent on skills and experience. A higher salary may be available for an exceptional candidate. Other benefits include a generous career average pension, an interest-free travelcard loan, a cycle scheme, and a subsidised canteen. The postholder will need to take part in an out-of-hours on-call rota as part of their duties.

## **Application Procedure**

Please submit the following to [rg.1@russellgroup.ac.uk](mailto:rg.1@russellgroup.ac.uk) by the closing date (5pm, Tuesday 6<sup>th</sup> August 2019):

- 1) An up-to-date *curriculum vitae* including:
  - a. details of your current and past employment including your current salary
  - b. two references: your current or most recent employer; and a former line manager who could be contacted during the process
  
- 2) A cover letter no more than two sides of A4 addressing the following points:
  - a. how your knowledge, skills and experience meets the requirements of the role
  - b. why you are interested in working for the Russell Group

For a confidential discussion, please contact Zena Creed on 020 3816 1300.