

Communications and Press Officer

University Alliance are looking for an experienced and enthusiastic press and communications professional to join our small but ambitious team.

This is an exciting chance to gain broad experience working across varied communications briefs, interacting with colleagues at all levels, and contributing to the organisation's work to effect change at an incredibly important time for the higher education sector.

About the role

Working closely with the Head of Communications and Public Affairs, you will support in the day-to-day delivery of the communications strategy, helping to maximise awareness and reach of University Alliance and our member's profile and reputation, and communicate our campaigns, programmes and policy work via the media and UA's communications channels.

You will have excellent communication skills, able to produce clear and effective messaging and engaging content, in addition to the creativity and the ability to identify opportunities to get our work out there across varying communications channels. You will be confident dealing with the media and understand the most effective means for reaching key influencers including journalists, politicians and stakeholders.

You will be a self-starter, a highly motivated individual with experience in a press, media handling or communications role. You will be creative and proactive, buzzing with ideas. You will work with energy, enthusiasm, and initiative. You will have excellent oral and written communication skills, be highly organised and like to work as part of a team.

Main responsibilities

- **Media relations:** Play a key role in the planning and delivery of reactive and proactive media plans; identify potential news stories, craft press releases, draft responsive media comments, build own network of journalists, deliver successful media interventions and undertake media monitoring.
- **Produce informative, creative content** for a range of channels that communicates our mission and helps to engage and influence key decision-makers including drafting articles, blogs, newsletters, briefings, case studies and producing or sourcing accompanying multimedia content.
- **Plan:** Maintain a planning grid and work across the team to identify upcoming communications events, opportunities and press interventions to ensure UA's communications are timely and relevant.

- **Digital/social:** Maintain social media accounts and grow our digital presence by developing interesting and engaging content and creating multi-media communications materials for social and our website. Undertake monitoring and evaluation of UA's social and digital activity.
- **Campaigns:** Support the planning and delivery of impactful campaign activity; including working with member universities and other stakeholders to coordinate involvement.
- **Events:** Provide content and logistical support for a varied events programme, including the annual summit and regular communications network meetings.
- **Public affairs:** Support a programme of Parliamentary and stakeholder engagement and monitoring as well as the delivery of UA's wider influencing strategy.

Undertake a wider range of tasks, as required within a small team, to deliver UA's communications strategy, and contribute to the broader objectives and influencing and advocacy work of the organisation.

About University Alliance

University Alliance is a mission group within the higher education sector, representing and supporting large to mid-sized, world-leading civic universities with a professional, technical and vocational focus with strong links to business and the public sector services. With excellent links with decision-makers in government at all levels we are committed to being an effective and powerful voice of professional and technical universities.

- We are a forward thinking and values-driven organisation
- Generous holiday allowance and pension scheme
- Currently remote working with access to office space in London E1.

Our values

- We are passionate about what we do and ambitious to achieve excellence across our mission.
- We are collaborative, open minded and entrepreneurial – willing to consider new ideas, work with partners and to innovate.
- We provide opportunity for all, embrace diversity, and work openly, honestly and constructively for the good of UK higher education.

Our areas of work

- We advocate for our members as world-leaders in providing technical, professional and vocational higher education in the UK.

- We work with our members on collective policy development and campaign formation, championing the many benefits of Alliance universities across key audiences and working to influence decision-makers and shape the policy landscape to create the best conditions for our members.
- We facilitate networks for professional and academic staff to collaborate and share expertise.
- Through our Doctoral Training Alliance programme, we unlock funding and partnership opportunities for universities and students in applied-research and teaching excellence

To find out more about University Alliance, our work and our members, visit www.unialliance.ac.uk

Terms and Conditions:

University Alliance staff benefit from generous terms and conditions including 25 days' leave plus concessionary days (supplementary to bank holidays), flexible working practices, pension scheme, life cover and a commitment to investing in and developing staff.

University Alliance values diversity and is an equal opportunities employer. We actively encourage applications from people from diverse backgrounds.

Principal location of work: LondonE1, although we are currently working remotely. Once covid restrictions have lessened, team members will be expected to be in the London office minimum 2 days a week.

Line manager: Head of Communications and Public Affairs

Probation period: 6 months.

Starting salary: c. £28,000

Conditions: Permanent.

Application Deadline: 11.59pm Monday 2nd November Please submit your application as soon as possible to avoid disappointment as we reserve the right to close vacancy prior to the published closing date.

If you have not heard from us within 28 days of the closing date, please consider that you have not been successful at shortlisting stage.

Application process:

Please submit the following with the subject line Press and communications officer to info@unialliance.ac.uk by the deadline:

- 1) An up-to-date CV of no more than two sides of A4
- 2) A cover letter of no more than two sides of A4 addressing why you are interested in working for University Alliance and how your knowledge, skills and experience meets the requirements of the role.

The selection process will include a panel interview, and a task to be confirmed on invitation to interview

Interview: Interviews will be held on Thursday 12th and Friday 13th November over Microsoft Teams.

We would be happy to arrange for an informal chat about the role, please contact Beth@unialliance.ac.uk

Person specification

Specification	Essential	Desirable
1. Education /Training		Degree-level qualification and / or equivalent qualifications or experience
2. Relevant Experience	Minimum 1 year experience in a press / media handling, communications or equivalent role	
3. Relevant Skills	<p>Excellent written and verbal communication skills, able to communicate complex policy issues to a range of audiences</p> <p>Proven experience of producing high quality, engaging written work, with the ability to turn this into clear and concise messaging</p> <p>Experience of media relations, including handling requests, selling-in stories, working with journalists</p>	Experience of using design software such as inDesign

	<p>and being part of a wider effort to raise an organisation's profile</p> <p>Experience of planning and developing communications activities across a range of channels, able to identify audiences, appropriate messages, channels, and undertake evaluation.</p> <p>Able to create high quality, creative content for social media and our website</p> <p>Excellent time management skills, able to work quickly and accurately to tight deadlines, able to prioritise multiple tasks, projects and stakeholders simultaneously</p> <p>Proficient use of Microsoft office programmes e.g. word</p>	
4. Personal qualities	<p>Enthusiasm, a driven self-starter, proactive with initiative and drive</p> <p>Excellent interpersonal skills – confident dealing with colleagues of all levels, internally and externally</p> <p>Strong team player – able to work both independently and effectively with others, and quick to support colleagues across different teams where needed to deliver joint-results</p> <p>Professional approach and sensitivity to the political context</p>	Knowledge and interest in the higher education sector
5. Other	A willingness to undertake further training and development	