

### **Job Description**

**External Relations Officer**

Title of Post: External Relations Officer

Section: Marketing, Communications and Brand

Reporting to: Assistant Director, Brand and Communications

Grade: Scale 6

Hours: 36 hours, 52 weeks per year

Location: Harrow, Richmond, and Uxbridge

**MAIN DUTIES**

To provide external communication expertise. To initiate, develop and manage communication channels, create compelling content, provide advice, and continually improve the service, ensuring we engage effectively with a range of media and external audiences. To craft and deliver key messages to external audiences – and help grow and protect the external reputation of HRUC and its colleges.

**DUTIES:**

1. To work with stakeholders to develop engaging news and announcements for a range of external communications channels and media.

1. Support with the delivery of stories, news, and journalistic content that enhances the visibility of HRUC’s colleges, and its engagement with external stakeholders.
2. To work with students, College departments and staff, employers and other key stakeholders to create powerful content to showcase the best of our community to external audiences.
3. To help position HRUC as the College of Choice by establishing a positive pipeline of news stories and content.
4. To support with the co-ordination and management of crisis communications for external audiences
5. Help devise and deliver an external communications plan and any associated campaigns.
6. To identify and nurture positive external relations with journalists within and beyond the sector.
7. To lead in the development of the HRUC press office.
8. Proactively build relationships with key media—print, radio/TV, podcasts, new media platforms, etc. and work with the Group Director Marketing, Brand and Communications to manage press interviews and briefings.
9. To field any press enquiries and agree lines to take with the Group Director Marketing, Brand and Communications.
10. To support with public affairs activity, including crafting briefings and background summaries for senior leaders
11. To provide administrative support to other areas of as required.
12. To provide additional communications support across the teams as required.
13. To support the Group Director Marketing, Brand and Communications PR as required.

**Safeguarding Children and Vulnerable adults**

* Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required.
* Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate.

**GENERAL**

* Be aware of, and comply with, legislations/competence standards relevant to the work of the Executive team.
* Understand and comply with all college policies, including the Policy to promote Equality of Opportunity.
* Be conversant with Health and Safety and Safeguarding requirements.
* Participate in the Staff Learning and Development, Review and Appraisal Scheme.
* Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other.
* To carry out all other duties as may be reasonably required.

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| **Further Education is an ever-changing service, and all staff are expected to participate constructively in college activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.** |

#### **External Relations Officer**

#### **Person Specification**

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| **Qualifications** | *Essential* | *Desirable* | *How assessed? \** |
| Qualification(s) in media, PR or journalism  | **ü** |  | AF/IV |
| **Knowledge, Skills, and Experience**  |  |  |  |
| Minimum of 3 years' experience in external relations or a press office role | **ü** |  | AF/IV |
| Experience of working in a press office or on a news desk | **ü** |  | AF/IV |
| Solid judgement and awareness of reputational risk, and the principles of public relations. | **ü** |  | AF/IV |
| Ability to write outstanding and impactful stories; able to translate complex information and data into content for media releases and social media | **ü** |  | AF/IV |
| Existing relationships with local and or sector media, or a proven ability to cultivate positive relationships with journalists. | **ü** |  | AF/IV |
| Ability to meet targets and challenging deadlines | **ü** |  | AF/IV |
| Ability to work under pressure and scrutiny | **ü** |  | AF/IV |
| Ability to build and maintain excellent working relationships with external colleagues and external stakeholders | **ü** |  | AF/IV |
| Excellent attention to detail and high levels of integrity | **ü** |  | AF/IV |
| Understanding of the importance of confidentiality | **ü** |  | AF/IV |
| Understanding of the importance of Equality and Diversity and Safeguarding in education | **ü** |  | AF/IV |
| Good literacy and numeracy skills | **ü** |  | AF/IV |
| **Personal Attributes** |  |  |  |
| Ability to communicate effectively with people at all levels in an organisation | ***ü*** |  | AF/IV |
| Ability to work under pressure in a fast-paced working environment | ***ü*** |  | AF/IV |
| Ability to work unsupervised and use own initiative | ***ü*** |  | AF/IV |
| Ability and willingness to work at other College campuses (Harrow, Hayes, Richmond & Uxbridge) | ***ü*** |  | AF/IV |
| Willingness to work flexibly when required | ***ü*** |  | AF/IV |
| **Competencies**Support staff should be able to demonstrate competency in all the following areas:Communication; Planning and OrganisingWorking Together; Customer ServicesAdaptability/Flexibility | **ü** |  | AF/IV |

\*Evidence of criteria will be established from:

AF = Application Form, IV = Interview, T = Test (Micro-teach/Skills test), Cert = Certificates checked at interview/induction