

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b> Media Relations Manager	<b>Accountable to:</b> Head of External Relations
<b>Contract Length:</b> Permanent	<b>per week/FTE:</b> 1.0 <b>Weeks per year:</b> 52
<b>Grade:</b> 5	<b>Location:</b> London College of Fashion, 20 John Princes Street, London, W1G 0BJ and moving to Stratford in 2023.
<b>College and Service:</b> London College of Fashion, Internal and External Relations (IER)	<b>Salary:</b> £38,694 - £46,423 pa

### Team Purpose

The Internal and External Relations department tells the story of the LCF brand, to engage both internal and external audiences. We are specialists in content creation and communication, engagement and community building, managing events and experiences, media relations and public affairs.

We attract, build and maintain relationships with new and existing audiences to showcase the best of London College of Fashion, UAL, from student work to research and innovation, partnerships and community projects.

We are positive, enthusiastic and professional, always putting the student experience first, and showcasing their voice to display the best LCF has to offer. We use this peer influence approach to attract the best quality staff and students to join us.

### Purpose of the Role

The Media Relations Manager oversees the fast paced press office and line manages the Media Relations Officer and External Relations Officer. Reporting into the Head of External Relations they will work collaboratively and be supported by the wider team, to uncover and bring to life the stories that make London College of Fashion unique, by planning coherent, creative and impactful press and media campaigns. They will work proactively with a wide range of stakeholders from journalists to fashion brands, to build relationships and create opportunities which help to strengthen and amplify London College of Fashion, as the world's leading specialist fashion college.

### Duties and Responsibilities

- To create a media strategy with support from the Head of External Relations to promote all aspects of the college – from careers and graduate futures to business & innovation, research and the college's exciting move to East London and the former Olympic Park.
- To create and deliver engaging press campaigns for London College of Fashion, helping to recruit talented creative students to study with us.
- To develop in conjunction with the Head of External Relations ongoing strategic relationships with press and influencers in but not limited to, fashion, broadcast, business, education, sustainability, art, design and social affairs, to generate positive media coverage to underpin LCF as a world leader in creative education.

- To work closely with the Events Manager and External Relations Officer to develop guest lists and the development of the CRM (Salesforce database), ensuring that events are maximised as opportunities to engage with press and industry contacts.
- To work with key staff, especially executive group, to build their public profiles and ensure they are fully briefed as LCF spokespeople – offering specialist media advice, drafting quotes, preparing statements and opinion led pieces in conjunction with Head of External Relations and providing and setting up media training where necessary.
- To ensure all campaigns are fully integrated across social media, marketing and comms channels – ensuring that press and social media and influencer strategies are carefully dovetailed whilst also maintaining strong ties with the central UAL comms service, ensuring effective planning so that campaigns are clearly articulated and scheduled.
- Cultivate an ethos of cross-team working drawing together appropriate members of the team for each campaign and ensure the sharing of press contacts and opportunities as appropriate.
- To ensure all correspondence, copy and promotional material produced by media and external relations is consistent with LCF brand guidelines and tone of voice.
- To be an excellent project manager and represent LCF at key stakeholder meetings.
- Ensure that all campaigns generate positive coverage for LCF which not only promote students and their work but also gives voice to London College of Fashion's activism and pioneering work as an expert in: social responsibility, sustainability, research, digital and fash-tech, diversity and business, ensuring that key spokespeople are carefully managed and briefed in order to support an inclusive and positive message underlining that fashion shapes lives.
- To be responsible for developing a detailed understanding of the LCF organisation, including messaging framework, brand identity and guidelines, 4Fashion (LCF's planned move to the Olympic Park in 2023) priorities and student experience campaigns
- To ensure that all campaigns promote equality and diversity and meet pre-agreed objectives and satisfy contractual obligations, especially when working with external stakeholders.
- Ensure that the team respond quickly to media enquiries and is able to juggle the generation of both reactive and proactive press and media.
- To represent LCF at key events and provide excellent stewardship for all LCF stakeholders, from catwalks and conferences to events and exhibitions ensuring a professional and friendly front of house style to network and build key relationships with industry, press and opinion formers.
- To manage and develop all direct reports within the media and external relations team so that they feel supported and valued ensuring that training and development needs are identified. Encourage team members to work independently, contribute ideas and participate fully in staff development processes and meetings.
- To manage a budget and regularly report on forecasting and spending against this.
- In conjunction with Head of External Relations, develop strategies and response lines to proactively manage reputational risk, implementing processes to evaluate content and sharing with senior stakeholders including at UAL.
- Act as an ambassador for the Internal and External Relations department internally, promoting the work of the department as a central service.

- Alongside the other IER managers, develop integrated campaigns across the whole department, to prioritise the student and staff voice and to achieve a coherent output. The objectives of these campaigns are student and staff experience and community building, student and staff recruitment, attracting industry and brand partnerships, and fundraising through donor relationships.
- Alongside the other IER managers develop working processes and frameworks to constantly monitor and improve working practices in Internal and External Relations, contributing positively to the student experience at LCF.
- Ensure, with support from the team that we measure, analyse and evaluate the success of campaigns based on agreed metrics, ensuring data collection at every opportunity, according to GDPR regulations.
- To develop, with the team, ways to engage students and alumni with press and media and to advise on their profiles where necessary, prioritising the student and alumni experience.
- To always consider ways of extending the reach of LCF content such as working with external relations colleagues on content partnerships or showcasing content through events and experiences.
- To keep in touch with key news and culture stories, fashion industry updates and audience behaviours, constantly looking for ways to engage new audiences and contributing editorial ideas for campaigns, ensuring that student recruitment remains a key objective for the department.

Work within the University's policies and in particular to:

- Perform (from time to time) such duties consistent with their role level, assigned to them anywhere within the University.
- To be available for occasional events outside of normal working hours, to help IER ensure the best experiences for staff, students and guests
- Undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work
- To personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- Undertake continuous personal and professional development.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

**Key Working Relationships:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

**Responsible for management of:**

- External Relations Officer (Grade 3)
- Media Relations Officer (Grade 3)

**IER department service areas:**

- Content
- External Relations
- Events team
- Internal Communications and Internal Community Managers

**Wider teams**

- UAL Communications and External Affairs team
- Student Engagement team
- Business and Innovation department, especially Alumni, Graduate Futures and Partnerships colleagues, to cover key aspects of the LCF brand such as business and careers
- Research department
- Social Responsibility department
- 4Fashion project office
- LCF Course Leaders
- UAL Marketing and Student Recruitment team
- External agencies and brands

**Specific Management Responsibilities**

**Budgets:** Yes

**Staff:** Yes

**Other** (e.g. accommodation; equipment): Equipment and Physical Resources as appropriate

**Job Title: Media Relations Manager    Grade:    5**

Specialist Knowledge/ Qualifications	Degree in a media/communications related subject or relevant equivalent experience  Significant managerial experience  Project Management skills are desirable
Relevant Experience	Proven experience of managing and developing staff  Proven experience of planning, running and evaluating media campaigns  Proven experience of managing reputational risk  Proven experience of building relationships with stakeholders in a complex organisation is desirable  Experience and/or interest in the creative industries is desirable
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve long term objectives

Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student experience or customer service	Builds and maintains positive relationships with students or customers
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

**Last updated: March 2021**