



European Union
European Regional
Development Fund

ual: university
of the arts
london
london college
of fashion

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Public Relations Officer		Accountable to: CFE Incubator Manager	
Contract Length: Fixed term until 31st August 2019	Hours per week/FTE: 21 hrs per week/0.6	Weeks per year: AYR	
Grade: 4			
Salary: Starting salary £33,653 pro rata pa (£20,191.80)			
College/Service: London College of Fashion		Location: Centre for Fashion Enterprise, London College of Fashion, 182 Mare St, Hackney E8 3RE	

The Fashion & Technology – Emerging Futures (FTEF) project is a £4.8 million initiative by London College of Fashion in partnership with the European Regional Development Fund (ERDF). The project is delivered through LCF’s business support platform, the Centre for Fashion Enterprise (CFE), and project delivery partners Hackney Council and CENTA.

Purpose of Role:

The main purpose of the role is to raise the visibility of the Centre for Fashion Enterprise and the FTEF business support programmes and events within London, to promote the outcomes and successes of the FTEF project and help drive recruitment. The post holder will utilise their connections with press contacts, media companies and organisations that may benefit the CFE and its supported businesses.

The post reports to the Centre for Fashion Enterprise Incubator Manager and works closely with the External Developments Officer and FTEF Project Manager.

Duties and Responsibilities:

- To create and implement an appropriate PR plan for the FTEF project to meet the key objectives of raising awareness, profile and driving recruitment within the geographical reach of the project.
- Develop and maintain key external press and media relationships relevant to the CFE activity and FTEF project
- Reactive & proactive handling of all press and media enquiries for CFE and the FTEF project.
- Actively seeking appropriate networking opportunities and making strategic introductions to key media and influencers for the benefit of CFE and the FTEF project
- Management of media releases around all CFE activity in liaison with the CFE External Developments Officer and the LCF Communications team, including the creation and distribution of press releases.
- To update and inform the CFE team on PR plan, outcomes and press activity around the FTEF project.
- Maintain effective working relationships with the relevant internal LCF/UAL departments
- Attend external press events for CFE supported designers as required to represent CFE & the FTEF project.
- Ensure the completion of all relevant project documentation as per ERDF audit requirements
- To make full use of all information and communication technologies to meet the requirements of your role and to promote organisational effectiveness.
- To ensure that any communications comply with ERDF branding guidelines relating to the FTEF project delivery
- To respond orally, in writing and face to face to a range of enquiries and related matters from internal and external sources
- Contribute to developing and maintaining databases and mailing lists, adhering to GDPR.
- Contribute to the CFE Management & FTEF project team meetings through oral or written reports as required
- To line manage staff as may be appropriate
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University’s Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through

effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities

- To 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
- To 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.

LCF Director of Business & Innovation	ERDF Project delivery partners
ERDF Project Manager	Business support consultants/ experts
CFE Incubation/ Business Support Manager	External media, press & industry contacts
Fashion Tech project team leader	
External Development Officer	
ERDF Project Administrators	
Programmes Applications Coordinator	
UAL/ LCF Internal & External relations team	

Specific Management Responsibilities

Budgets: No

Staff: Yes, as may be appropriate

Other (e.g. accommodation; equipment): No

Person Specification	
Specialist Knowledge/Qualifications	<p>First degree in relevant subject</p> <p>Demonstrable knowledge of the fashion industry at the high-end and luxury level</p> <p>Established network of relationships with UK Fashion, FashTech and Business press & media (trade and consumer)</p> <p>An understanding of new and emerging talent in London</p> <p>Advanced level of digital literacy</p>
Relevant Experience	<p>Experience of micro and SME high-end fashion designer and accessory businesses.</p> <p>Preparing press releases and media content</p> <p>Handling press relations across all media</p>
Communication Skills	<p>Communicates effectively orally, in writing and/or using visual media.</p>
Leadership and Management	<p>Motivates and leads a team effectively, setting clear objectives to manage performance</p>
Professional Practice	<p>Contributes to advancing professional practice/research or scholarly activity in own area of specialism</p>
Planning and Managing Resources	<p>Plans, prioritises and organises work to achieve objectives on time</p>
Teamwork	<p>Works collaboratively in a team and where appropriate across or with different professional groups.</p>
Student Experience or Customer Service	<p>Builds and maintains positive relationships with students or customers</p>
Creativity, Innovation and Problem Solving	<p>Uses initiative or creativity to resolve problems</p>

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 2018