

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Press Officer

Accountable to: Media Relations Manager, Better Lives

Contract Length: Permanent

Hours per week/FTE: 35 hrs / 1.0 FTE

Weeks per year: AYR

Salary: £27,801 pa

Grade: 3

College/Service: Internal and External Relations, LCF

Location: LCF John Princes Street

Purpose of Role:

The postholder will be involved in supporting all aspects of the press and media functions in line with the aims and objectives as laid out by the External and Internal Communications strategic plan.

The postholder will provide a point of contact for press enquires and will assist with all aspects of media and communications campaigns as well as administrative support with the recording and planning of media campaigns.

Duties and Responsibilities

- To act as the first point of contact for enquires by phone and into the Press Office email inbox – handle day-to-day press enquiries, sending out images/press releases on request and fielding enquires where appropriate to Media Relations Managers
- Support of the press planning process, including writing copy, compiling contact lists, handling mail shots, subsequent incoming enquiries, contributing to the post-campaign evaluation reports and archiving press material
- To undertake press campaigns, with the support of the Media Relations managers for key LCF events such as BA and MA catwalks and exhibitions
- Undertake the distribution of exhibitions and events details to all listings publications and press contacts
- Work in conjunction with Events department to organise the press element of internal / small scale events
- Special responsibility for Fashion Space Gallery and Arcade East exhibitions, including contributing ideas for ways to engage with press, students and external audiences
- Developing relationships with press contacts that would be useful for LCF and associated projects
- Work collaboratively within the communications team, contributing story ideas not only for press but for other LCF channels
- To manage the archiving of all press coverage digitally including converting online coverage into appropriate files
- Supervise film/radio crews and photographers as required and prepare all necessary H&S documentation
- Collate, copy/scan and distribute press cuttings to key staff; collate, label, file and maintain stocks of photographs for press use; maintain the press folders, ensuring that papers and magazines featuring the college are purchased on the relevant date, regularly updating press wall in college in conjunction with the Internal Relations executive
- Assist with the preparation of media reports including researching audience numbers, value of coverage including google analytics of reach in terms of unique visitors
- Provision of information for the Press section of London College of Fashion website, working closely with the web co-ordinator to ensure accurate and up-to-date press information is always available on the LCF site; manage the content of the relevant section, sourcing information, images and news items, under the direction of the Media Relations Manager

- Data entry including up-dating press contacts onto the excel database in line with new GDPR regulations
- Provide research support to the Media Relations Managers (i.e Contacts / previous media coverage etc)
- Maintenance of the department image library, including loading and resizing images using Adobe Photoshop
- Manage image requests both internally and externally ensuring the correct format and size of image is supplied
- The ability to manage small scale press projects independently with the support of the Media Relations Managers (e.g. Course specific PR)
- 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 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 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.

- Media Relations Manager, Better Lives, and Media and Communications Manager, Fashion and Business
- Head of Communications
- Communications Team Members
- Journalists / Photographers / Media
- Course Directors / Academic Staff
- External PR companies
- Fashion Industry Professionals

Specific Management Responsibilities

Budgets: N/A

Staff: N/A

Other (e.g. accommodation; equipment): N/A

Signed _____ Date of last review _____
(Recruiting Manager)

Job Title:

Grade: 3

| Person Specification | |
|--|---|
| Specialist Knowledge/ Qualifications | <p>Degree in communications-based subject or equivalent qualification PR training / certificates (i.e. CIPR accreditation).</p> <p>Relevant post graduate qualification desirable</p> <p>Member of relevant professional body desirable</p> |
| Relevant Experience | <p>Experience in Public Relations, either in-house or agency</p> <p>Significant experience of working in an office based supporting role</p> <p>Experience working in arts/design or higher education sector is desirable</p> |
| Communication Skills | Communicates effectively orally, in writing and/or using visual media |
| Planning and Managing Resources | Plans, prioritises and organises work to achieve objectives on time |
| Teamwork | Works collaboratively in a team and where appropriate across or with different professional groups |
| Student Experience or Customer Service | Provides a positive and responsive student or customer service |
| Creativity, Innovation and Problem Solving | Uses initiative or creativity to resolve 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: April 2015

