

# P8102: Job description & person specification

Last updated: 17 September 2019

## JOB DESCRIPTION

Post title:	<b>Multimedia Reporter</b>		
Department:	Communications and Marketing		
Service:	Engagement & Advancement		
Career pathway:	Management, Specialist and Administrative	Level:	3
Posts responsible to:	Media Relations Manager		
Posts responsible for:	N/A		
Post base:	Office-based		

<b>Job purpose</b>
<p>Create compelling written and multimedia content of the University's research, education, enterprise and community-focused activities across all of its campuses for publication via the University's Corporate Communications channels (in print and online) and, where appropriate, for sharing with external media outlets/organisations in the UK and around the world.</p> <p>Responsible, as a 'principal storyteller' for working closely with academics, students' alumni, key stakeholders and the Media Relations, Internal Communications and Corporate Communications teams to gather and present appropriate material to support the University's Strategic objectives.</p>

Key accountabilities/primary responsibilities	% Time
1. Build strong communication networks and working relationships across the University, as agreed with the Media Relations Manager, in order to proactively identify and source newsworthy items, and develop a good personal knowledge of University activities.	25%
2. Be proficient in writing, and creating/editing photo, video and audio content to reflect key activities and news stories to reflect the University brand to key audiences and stakeholder groups, working to relevant Health & Safety, Privacy, Data Protection and other relevant policies.	25%
3. Contribute updated/contemporary content online, via the University website, and through other channels including social media accounts and across mainstream media.	15%
4. Serve as a media relations contact for the University, fielding requests for press releases, interviews and other resources whilst also assisting in facilitating interviews using on-campus resources (ISDN, online TV studio) and organising/hosting media visits to campus locations.	15%
5. Assist in preparing/presenting regular reports of media relations activity, guided by key performance indicators agreed with the Corporate Communications team.	5%
6. Undertake crisis news/issue management when required.	5%
7. Represent the Media Relations Team at University-wide meetings to discuss corporate events.	5%

Key accountabilities/primary responsibilities	% Time
8. Undertake any other appropriate duties as directed by the line manager.	5%

Internal and external relationships
Academic and Professional Services colleagues from across the department and directorate, and throughout the University. Journalists, editorial staff, commentators targeted media, locally, nationally and internationally. Key stakeholders and partner organisations.
Special requirements
Willing to work unsocial hours 3-4 times per year when supporting University events and activities held during evenings/weekends.

## PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge & experience	<p>Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.</p> <p>Experience of writing on a broad range of topics for a wide range of audiences, including press releases and features for relevant media, web pages and printed publications</p> <p>Good technical ability in industry-standard video and audio production (including film, sound recording, editing and uploading to digital channels)</p> <p>Good photography skills</p> <p>Good working knowledge of social media content preparation, distribution and evaluation.</p> <p>Experience of sourcing stories in a large/complex organisation.</p>	Experience of effectively using online media distribution and monitoring services.	Application and interview
Planning & organising	Highly-organised, efficient and thorough, and able to take projects through from conception to completion		Application and interview
Problem solving & initiative	Ability to investigate a range of topics and turn them into high quality materials - written and recorded - often to tight deadlines		Application and interview
Management & teamwork	<p>Diplomatic and capable of handling confidential matters with discretion</p> <p>Experience of taking the initiative in producing relevant content</p> <p>Flexible in approach and committed to delivering excellence in service</p>		Application and interview
Communicating & influencing	Demonstrable ability to write well-crafted and targeted copy in English, with varying tones of voice for different audiences		Application and interview

	Experience of translating complex or technical information into content for a wider audience.		
Other skills & behaviours	Well-developed IT skills, conversant with all standard software appropriate for the tasks outlined in the job description, and including web  Experience of advising colleagues on how to gain maximum value from content and provide guidance on news values and management		Application and interview

## JOB HAZARD ANALYSIS

### Is this an office-based post?

<input checked="" type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles (eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working			

# Shift work/night work/on call duties			
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