



Job Title	International Communications Officer
School/Department	Communications and Marketing
Job Family and Level	UNNC Scale B level 4
Contract Status/ Appointment Duration	This post is available from 6 April 2021 and will initially be offered on a fixed-term contract with the University of Nottingham Ningbo China for a period of up to three years and a probation of three months.
Location	University of Nottingham Ningbo China
Hours of Work	Regular working hours
Responsible to	Deputy Director of Marketing

Purpose of role

The post holder will manage a wide and varied range of media relations activities including media calls, media releases, interview and expert commentary requests and wider PR/stakeholder queries and requests. S/he will be required to support senior communications.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>International media relations</p> <ul style="list-style-type: none"> ▪ Ensure media relations are proactive, with stories targeted at appropriate outlets to generate high-quality coverage that reflects the University’s strategic messages, values and identity and to handle media queries, prepare statements, Q&As and other appropriate briefings. ▪ Research, write, agree and issue accurate and compelling media releases, articles on every aspect of University life and work. ▪ Use the University’s Content Management System to update news on the University’s homepage/news web-pages and oversee the use of other online resources to disseminate news to a wide audience. ▪ Ensure that the institution can respond swiftly and effectively with expert comment on topical issues and proactively seek opportunities for University commentary and input where it will be beneficial to the institution. ▪ To prepare briefings for University representatives ahead of media engagements and, where necessary, meetings with other key opinion formers, including public representatives. 	50%

2	Senior communications <ul style="list-style-type: none"> ▪ Assist in communication of strategies or messages from senior leadership 	20%
3	Proofreading <ul style="list-style-type: none"> ▪ Proofread English language copies for the team to ensure the high quality of university messaging. 	15%
4	Social media <ul style="list-style-type: none"> ▪ Use current and emerging social media channels to maximise the impact of PR activity. 	10%
5	Others <ul style="list-style-type: none"> ▪ Participate in training and staff development events as trainer or trainee as appropriate. ▪ Any other duties as appropriate to support the Communications and Marketing Team. 	5%



Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Native English and professional English-language writing and research skills ▪ Excellent communication (written and spoken), negotiation and presentation skills, including an ability to express complex ideas simply in a range of formats — print and online ▪ Evidence of strongly developed people skills, with an ability to deal with a wide range of people within a complex organisation, securing agreement and a sense of common purpose ▪ Excellent networking skills and ability to make influential contacts ▪ Ability to work on own initiative, establish goals and deliver positive outcomes ▪ Ability to multi-task and work to tight deadlines whilst maintaining quality standards ▪ Exceptional attention to detail 	
Knowledge and experience	<ul style="list-style-type: none"> ▪ Demonstrable experience in a professional news environment or in an established media and public relations agency working regularly with journalists ▪ Understanding of the importance of communication for the delivery of corporate objectives, and evidence of ability to translate this into action with positive outcomes ▪ Experience of reporting, or working within, international Higher Education or research fields ▪ Understanding of the changing media environment and ability to develop and implement strategies to take advantage of changing trends ▪ 	<ul style="list-style-type: none"> ▪ Extensive experience providing media support and advice to individuals and teams operating at senior management levels ▪ Experience of planning, implementing and measuring communications/PR strategies and programmes (preferably in HE) to support strategic objectives
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Educated to degree level and/or in possession of a professional qualification in print, new media or broadcast journalism with proven experience in a relevant area 	<ul style="list-style-type: none"> ▪ Member of the Chartered Institute of Public Relations ▪ Academic study/work-based knowledge of regions other than Asia



Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ Sound understanding of the relevant professional, legal and regulatory requirements of own field of work. 	
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Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

Valuing people

Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

Taking ownership

Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

Forward thinking

Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning.

Professional pride

Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

Always inclusive

Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.



Key relationships with others

