

## **Job Description**

<b>Position:</b>	Corporate Communications Manager
<b>Term:</b>	Permanent
<b>Reports to:</b>	Head of Corporate Communications
<b>Responsible for:</b>	N/A
<b>Location:</b>	Liverpool
<b>Salary:</b>	Grade 7

### **Main Purpose of Role:**

Contribute significantly to the development and delivery of an integrated corporate communications strategy and oversee delivery of a proactive and reactive media, PR and thought leadership programme to support LSTM's reputation building ambitions.

The Corporate Communications Manager will work closely with academic colleagues across LSTM, and other areas of External Relations, to tell the story of our research and ensure that our areas of strength and excellence are well known among a broad range of audiences, everything from journalists and MPs to external partners.

On a day-to-day basis, develop and deliver operational plans for both business as usual (BAU) activities and projects, curate and create content and press releases, co-ordinate media coverage, manage LSTM social media channels, contribute to campaigns and develop innovative thought leadership and public affairs activities, both in the UK and internationally.

Provide professional expertise and support for colleagues across LSTM in all areas of external communications and ensure effective channels, systems and processes are in place for maximum impact.

### **Key accountabilities**

- Working closely with the Head of Corporate Communications, enhance the profile and reputation of the University through the development and implementation of an integrated corporate communications strategy and action plans.
- Effectively plan, develop and implement an annual plan for external communications activities, identifying and using the most appropriate channels for maximum impact.
- Work with the Head of Corporate Communications to develop and implement an engagement strategy to raise our profile and influence Metro Mayors, Combined Authorities, MPs, and key stakeholders, in the North West region, nationally and internationally.
- Lead a portfolio of external communications projects across all stages of planning, delivery and evaluation.
- Working with colleagues in Marketing, manage and develop the University's social media presence, ensuring that messages and campaigns are tailored for each channel and effectively communicate LSTM's values and strengths.
- Deliver a comprehensive crisis communications framework, which supports LSTM's Emergency Management and Business Continuity Plans.
- Contribute to the production of publications, reports and other promotional work undertaken by the Directorate.

- Working with the Head of Corporate Communications, provide expert media, PR and social media advice and services to colleagues across LSTM, including the senior leadership team.
- Undertake regular and comprehensive horizon scanning activities to manage the reputation of LSTM and identify opportunities and risks for action.
- Ensure all communications activities and campaigns are effectively monitored and evaluated and adapt messaging and activities according to the insights gained. Includes providing regular reports and insights to the Head of Corporate Communications on the impact of communications activities, including competitor analysis.

### **Media and PR**

- Proactively create PR, communications and thought leadership campaigns and content to support LSTM's business objectives.
- Staff the LSTM Press Office and out of hours service, working closely with the Head of Corporate Communications to ensure a responsive and managed service.
- Identify, write and distribute proactive news stories across all media contacts and LSTM channels, in particular showcasing LSTM's research, education and partnership strengths.
- Provide press, PR and social media support for LSTM corporate events.
- Ensure media enquiries are responded to quickly and efficiently, including provision for out of hours emergency response. Monitor social media out of hours where required.
- Build and develop a pool of 'media stars' to represent LSTM across multiple media channels and develop and manage an 'expert's directory', ensuring that media training and development is provided as required.
- Take responsibility for horizon scanning corporate messaging on social media across all platforms, monitoring external profiles and developing risk management approaches to safeguard LSTM's reputation.
- Develop and implement systems and processes for identifying and capitalising on media opportunities including those presented through social media.

### **Stakeholder management**

- Develop and implement a proactive plan to build strong relationships with key regional, national, international and trade press and media contacts, who can help advance LSTM's agendas and profile.
- Secure thought leadership and speaking opportunities for key LSTM academics across a range of platforms from blogs, to face-to-face events or media.
- Identify and build targeted communications plans to engage a range of groups such as government, NGOs and strategic or commercial partners around the world.
- Collaborate with communications colleagues in partner organisations to ensure alignment of plans and messaging for maximum impact; specifically, charities, other HEIs, research institutions, iiCON, IVCC, funders and donors, and local/regional co-ordination bodies such as Liverpool Health Partners and Liverpool Knowledge Quarter.

### **General**

- Serve as a point of contact for staff (both academic and professional services) on external communications issues and provide guidance and support to those planning, devising and delivering activities.
- Develop, implement and monitor processes and frameworks for external communications which can be rolled out across LSTM, to support a 'community of practitioners' who undertake external communications/media work as part of their core roles.

- Act as brand guardian to ensure that LSTM's branding guidelines are adhered to across all areas of public engagement.
- Manage allocated budgets if required, undertaking effective forecasting and reporting against expenditure and if required be responsible for operational financial processes such as raising of purchase orders etc.
- Represent the External Relations directorate in meetings, committees and within projects as required.
- Support the delivery of External Relations projects and events when required.
- Deputise for the Head of Corporate Communications, if required.
- Due to the nature of this role some weekend and evening working will be required.
- Any other duties as may reasonably be assigned from time to time by the Head of Corporate Communications which are commensurate with this grade.

### Person specification

<b>Qualifications and knowledge</b>	
Qualified to degree level in a relevant subject, or equivalent work experience.	Essential
Solid understanding of equity, diversity and inclusion issues.	Essential
Evidence of Continuous Professional Development in a relevant field.	Essential
Knowledge and understanding of current affairs and political landscape.	Essential
<b>Experience</b>	
Substantial experience of devising and implementing imaginative media strategies and campaigns in a complex environment.	Essential
Experience in project managing communications activities, including all aspects of people and budget management, planning, logistics and evaluation.	Essential
Significant experience of delivering an effective proactive and reactive media and public relations service, including organising press conferences, photo calls and briefings for journalists.	Essential
Thorough understanding and practical experience of social media and other channels to build reputations and measure impact.	Essential
Recent practical experience of providing a crisis management and out of hours media service with a solid understanding of business continuity planning and crisis communications.	Essential
Experience of working within an academic, scientific or health environment with an extensive network of relevant contacts.	Desirable
<b>Skills and abilities</b>	
Outstanding written and oral communications skills with the ability to present complex scientific information in a clear, concise and compelling way.	Essential
Ability to create high-impact and high-quality written copy for a range of audiences with an impeccable eye for detail and ability to proofread to the highest standards.	Essential
Confidence in dealing with people at all levels across disciplines and cultures.	Essential
Strong organisational/project management skills with the ability to prioritise tasks in the face of competing demands, and proven success in delivering work to tight deadlines.	Essential
Ability to work as a team member and to develop flexible working relationships with academic and non-academic colleagues and as part of cross-functional groups.	Essential
Excellent communication skills, written and verbal.	Essential
Able to react appropriately to challenging media events or stories and to think laterally with regard to the management of events or emerging stories.	Essential
Ability to take the initiative and be proactive and able to handle difficult and complex issues with diplomacy and sensitivity.	Essential
Excellent digital skills, including MS Office packages, and experience of working with a wide range of technological solutions, such as CRM and website CMS.	Essential
Extensive knowledge and experience of legal, compliance and regulatory issues such as GDPR, CMA and ASA.	Essential
<b>Personal attributes</b>	
Confident and articulate with the ability to persuade and influence.	Essential
Creative, resourceful and imaginative with a very keen attention to detail.	Essential
Ability to relate will to academic staff.	Essential
Resilient.	Essential
Ability to act as an ambassador for the organisation.	Essential
Flexibility to work outside normal hours, including evenings and weekends.	Essential

