



### Job description

<b>Post:</b>	Communications and Media Relations Manager	<b>Grade:</b>	I
<b>Department:</b>	Marketing, Student Recruitment and Admissions		
<b>Responsible to:</b>	Head of Marketing, Student Recruitment and Admissions		

### Main purpose:

- Responsible for leading the development and delivery of a proactive and reactive communications activity that enhances Norland's profile, protects its reputation and supports strategic priorities.
- Responsible for managing and supporting strategic priorities, corporate communications and campaign messaging, ensuring that communications are clear, timely, engaging and aligned with brand values.
- Responsible for responding to media enquiries and organising media visits and interviews.
- Always provide high-quality customer service when dealing with email, telephone and face-to-face enquiries from staff, students and external parties.
- Be a Brand Ambassador of Norland at all times.

### Main responsibilities and duties:

- Develop and deliver an integrated communications and media relations strategy that supports organisation goals and enhances reputation.
- Lead on media relations, acting as a key contact for the media and external communications stakeholders, and identifying opportunities to secure positive coverage.
- Manage the media contact list and communications schedule.
- Draft and edit high-quality communications materials, including press releases, statements, briefing notes, web and social content, newsletters, campaign copy and other publications such as the prospectus.
- Manage reactive communications, providing timely responses to media enquiries and emerging issues, escalating enquiries of interest or crisis to the Head of Marketing, Student Recruitment and Admissions in line with agreed reactive and proactive PR processes.
- Support reputation and issues management, including the development and implementation of crisis communications plans.
- Manage media training and contribute to the design and delivery of PR masterclasses and refresher training to students, NQNs and Norlanders as required.
- Work closely with the Head of Marketing, Student Recruitment and Admissions and the senior leadership team to shape key messages and provide strategic communications advice.
- Oversee the planning and delivery of communication campaigns for institutional priorities, projects, events and announcements.
- Ensure consistency of tone, messaging and visual identity across external communications channels.
- Monitor media coverage, sector developments and public sentiment, providing insight and recommendations to inform communications activity.
- Manage relationships with external agencies, suppliers and partners where required.

- Evaluate communications and media relations activity using agreed measures and provide regular reports on performance and impact.
- Maintain awareness of legal, regulatory and reputational considerations, including data protection, confidentiality and accessibility.
- Work collaboratively across teams to ensure communications activity is joined up, audience-focused and delivered to deadline.
- Play a key role in events such as open days, graduation ceremonies, photoshoots and filming.
- Attend offsite days to feed into plans for the Marketing, Student Recruitment and Admissions department development.
- Be willing to undertake fire warden and first aid training and be a key holder to assist in opening and closing the building as and when required.
- Work with internal departments to ensure operational procedures are fully complied with.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance with Norland's policies and procedures, as laid out in the Financial Regulations.
- To undertake any other duties, as required from time to time.

**General:**

In addition to the above, the post holder will undertake assigned duties and responsibilities effectively and efficiently, ensuring that all actions are discharged within the regulatory and legislative requirements to which Norland is subject. All staff are required to:

- Have full regard for Norland's equality and diversity, health and safety and safeguarding requirements.
- Achieve individual and team targets assigned through Norland's annual planning and staff appraisal processes including taking ownership of personal development (CPD) within your role and identify personal training needs.
- Operate within approved income and expenditure budgets.
- Participate in the Norland-wide recycling programme and to engage with new strategies aimed at sustainability.
- Be subject to Norland's approved strategies, policies and procedures and undertake all duties in line with these.
- Be aware that any breach of confidentiality in relation to sensitive information, Norland staff, student or child is considered a dismissible offence.

This job description may be subject to revision, depending on the future needs of the post and the organisation. Any changes will be discussed with the post holder prior to implementation.