

JOB DESCRIPTION

Dept: External and Government Affairs

Working Title: Media Specialist (657)

Date: November 2017

Job Class: 13

PRIMARY FUNCTION:

Reporting to the Manager, Media and Communications, the Media Specialist will provide ongoing media services, which include but are not limited to: research, writing and pitching stories related to University information and events. This position will establish, encourage and maintain strong business relationships with media outlets and personnel. Utilizing applicable software, the Media Specialist is responsible for regularly distributing press releases and related information to media, monitoring for ongoing feedback, and tracking and analyzing results. The utmost priority for this position will be to coordinate media campaigns, obtain comprehensive publicity for the University, its programs, students, faculty, alumni and donors, and evaluate results for effectiveness to ensure increased success for future media needs.

The incumbent will develop and implement support services for the Media and Communications department by providing writing and copy editing expertise, media information, and planning and communication services to the departments and service groups. The position will also assist in formulating plans, projects and policies that the department will undertake and perform some administrative duties related to the position.

JOB DUTIES AND TASKS:

1. Writing and Media Services:

- a. Research information and prepare press releases, public service announcements, media invitations, and other related University media communications.
- b. Plan, coordinate and implement media campaign processes in order to obtain successful ongoing publicity for the University, its programs, students, faculty, alumni and donors using sound strategic methodology.
- c. Develop and implement media relations strategies, including events for departments and service areas to ensure ongoing contact between the University and the public.
- d. Ensure delivery of correct and sufficient information to media in order to maintain the integrity and reputation of the University.
- e. Collaborate with clients/departments to provide them with advice and guidance to research and write press releases that promote their programs, degrees, faculty, and students etc that align with their business objectives as well as the overall institutional strategic plan.
- f. Distribute organizational press releases and other media communications utilizing cloud based PR software.
- g. Manage cloud based PR software and databases within the system – provide customized data programming to ensure accurate report results, monitor and track ongoing media stories and analyze program results as required for each campaign.
- h. Pitch University stories to media – personally, by telephone and by email - to garner written stories, broadcasts or interviews for the institution.
- i. Compile and produce a weekly media roundup detailing PR coverage and summaries including most prominent stories and media type, and reach details

- j. Serve as advocate for University and divisional clients seeking to build and maintain positive relationships with the both internal and external stakeholders
- k. Establish, build and maintain positive business relationships with key media – print, radio, TV, digital etc.
- l. Proactively prepare regular public relations and communications pieces to ensure the University has a consistent, strong message with the media - to increase positive awareness of the institution.
- m. Upon request review departmental websites. Provide advice and guidance to clients on website flow and presentation and suggest changes to increase content effectiveness.
- n. Gather information, plan, draft and help produce University annual community report.
- o. Coordinate, market and update the University's Directory of Experts and work collaboratively with these authorities on feature stories to effectively promote the University, the staff, faculty and students.
- p. Prepare speeches, responses and communications as required for University President, Board members and Executives.
- q. Proof-read published material from departments; review for effectiveness, layout, comprehension, grammar, punctuation and spelling.
- r. Prepare and distribute media kits and follow up with media to garner interest in stories, solicit interviews and media attendance to University events.
- s. Develop relationships and enhance communications with other colleges, universities and community partners and organizations to collaborate with shared marketing initiatives.
- t. Act as University representative and manage media functions at University events.
- u. Research and prepare industry award submissions on behalf of the University
- v. Develop and maintain media training materials for University staff, faculty, and on occasion, students, to assist with print, radio, and broadcast interviews. This includes online webinars, tips and instructional handouts.
- w. Provide personalized media training as required to staff, faculty, and on occasion, students. This includes conducting mock interviews and preparing statements, key messages, FAQs, backgrounders and other documents to assist with media interviews. Accompany the KPU representative during the interview as appropriate.

2. Provide Departmental Support Services:

- a. Monitor, evaluate and analyze the effectiveness of the University media relations program using proven research and analysis methods. Provide recommendations for changes to ensure increased success with future media communications and processes.
- b. Review, proof, approve and publish today@kwantlen messages for internal University community ensuring continuity and alignment with established guidelines.
- c. Conduct market research and evaluation for departments on effectiveness of communications. Compile information and prepare reports to identify findings. Recommend revisions to processes to increase satisfaction.
- d. Respond to inquiries from media and public both in writing and verbally on University matters in the absence of the Manager.
- e. Prepare correspondence, meeting minutes and other communications or documentation for departments as required.
- f. Provide photography, website, social media and other communications expertise as needed.

3. Other Related Duties:

- a. Update and maintain information archives and databases related to media sources, information, usage and other related details.
- b. Establish and maintain records and files relating to media records and copies of print articles.
- c. Expedite and dispatch print and electronic information within required deadlines to internal and external communities.
- d. Maintain and regularly update photo library knowledge base and other department resources and materials.
- e. Provide instructions and training for replacement workers, auxiliaries and other Marketing and Communications staff, when needed.
- f. Perform other related duties as required.

- g. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

<p>SUPERVISION RECEIVED:</p> <p>Reports to Manager, Media and Communications.</p>
<p>SUPERVISION/DIRECTION EXERCISED:</p> <p>Provides instruction and media training to other workers as needed so they can best represent KPU to the public.</p>
<p>PHYSICAL ASSETS/INFORMATION MANAGEMENT:</p> <p>Manage and customize database in PR software and update information on a regular basis. Build, maintain and file media records on an ongoing basis. Develop a strategic and organized system for filing all media related articles, research, reports, information etc.</p>
<p>FINANCIAL RESOURCES:</p> <p>N/A</p>
<p><i>The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.</i></p>

EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES:

1. Successful completion of a degree or diploma in Journalism, Public Relations or Communications or an equivalent combination of education, 3 years related experience and training may be acceptable with a proven portfolio.
2. Minimum 2 years' experience with writing/editing content and public relations documents – specifically writing press releases and content for marketing collateral.
3. Recent related experience in a media relations role.
4. Demonstrated experience using cloud based PR software to program, send, track, analyze and file press releases.
5. Proven experience using social media and developing ongoing social media campaigns to send out appropriate messages to targeted audiences.
6. Demonstrated experience and success in contacting media with stories and ability to persuade them to write articles, conduct interviews, or conduct other types of media exposure.
7. Demonstrated advanced writing, editing, and proof-reading skills for communication vehicles that deliver key messages to both general and highly targeted audiences.
8. Experience writing for a variety of audiences – students, parents, faculty, staff, executive, external communities as well as government and media.
9. Intermediate knowledge in the use of computer software applications including word processing (MS Word), spread sheets (Excel), presentations (PowerPoint) and desktop publishing skills in a PC working environment using Microsoft Office.
10. Working knowledge of Adobe Creative Suite and Photoshop.
11. Proven ability to evaluate effectiveness of public relations campaigns using appropriate programs, research and financial information.
12. Demonstrated ability to establish relationships with local media and knowledge of current public relations, communications and marketing principles, practices and techniques
13. Experience with principles and processes for providing customer service to clients/ departments within the University as well as external audiences including government and media. -
14. Demonstrated ability to organize and prioritize work effectively under pressure and to meet deadlines.
15. Demonstrated English language proficiency in spelling, grammar, punctuation and writing skills.

16. Ability to relate and communicate effectively with individuals in the University community and external communities. Excellent written and verbal communicative and interpersonal skills.
17. Demonstrated self-starter who seeks challenges as well as proven ability to work as a team player in a fast-paced working environment.
18. Demonstrated ability to exercise a high level of initiative and responsibility with minimal supervision and the ability to maintain a high degree of tact, diplomacy and confidentiality.
19. Proven ability to organize work, multi-task and work to deadlines.
20. Ability to work a flexible schedule including occasional evenings and weekends.

Knowledge Skills & Abilities revised: October 2017
