



## School of Health and Related Research

### Communications officer for KT-EQUAL - Rehabilitation and Assistive Technologies Group (Part-time/Fixed-term)

#### Job Description

**Brief outline:** The postholder will work with the Principal Investigator and other Consortium leaders based in seven other UK universities to coordinate and promote the activities of KT-EQUAL. The mission of KT-EQUAL is to develop and lead knowledge transfer and translation activities concerned with extending quality of life of older and disabled people. It is an Engineering and Physical Sciences (EPSRC) funded Consortium.

**Report to:** Principal Investigator

#### Main Duties and Responsibilities

- To provide press support to promote the various activities of KT-EQUAL which include national public workshops, research seminars, small conferences (including overseas events) and other events as agreed by the Consortium leaders.
- To network and develop relationships with relevant contacts in the journalist community to raise awareness of the mission and outputs of KT-EQUAL
- To assist academic partners to deal effectively with the media and publicise their work in various formats to reach the widest possible audience
- To work with designers, marketing and web providers within the Consortium to develop and promote a corporate brand for KT-EQUAL
- To liaise with administrative staff employed through KT-EQUAL at other universities to ensure a coordinated response to promoting the activities of the Consortium.
- To contribute to the strategic direction of the Consortium

#### Planning and Organising

- To liaise with stakeholder organisations, press officers in other universities KT-EQUAL leaders, and others to identify newsworthy stories and link these with appropriate journalists from the general and specialist media
- To respond in a timely and appropriate manner to requests from the media for academics and others for interview and comment
- To meet regularly with Consortium leaders and members of KT-EQUAL to gather and collate information on newsworthy projects and events
- To meet regularly with various stakeholders within the KT-EQUAL community including older and disabled people to collate information and ensure inclusivity in the reporting of newsworthy stories
- To write press releases as agreed in collaboration with researchers and others

- To work with Consortium Leaders and their staff to develop materials which disseminate the activities of KT-EQUAL such as press notices, short articles, flyers, PowerPoint posters and research summaries for different readerships.
- To provide support and training to academic partners in effective media relations if requested.
- To work with the KT-EQUAL webmaster to introduce of a variety of web based forms of dissemination such as blogs, videos and use of social networking and also to ensure that the external facing website is maintained.
- To work with the KT-EQUAL coordinator and marketing support to contribute towards innovative national and when relevant, international publicity
- To plan and prioritise own workload in the short term; ensuring that time constraints such as print and delivery deadlines are met
- To develop a long term strategy for communication of KT-EQUAL, in collaboration with Consortium leaders

## Person Specification

Applicants should demonstrate evidence of the following:

Criteria	Essential	Desirable	How this criterion will be assessed
<b>Qualifications and experience</b>			
Educated to degree level	ü		Application
Educated to masters level in public relations or communication		ü	Application
Previous involvement as a communicator of science		ü	Application
Experience of working in a PR / communications environment	ü		Application
Experience of newsgathering in a complex environment	ü		
Experience of preparing outputs for a range of audiences including a lay readership	ü		Application; Interview; References
Experience of working in radio and/TV/ producing podcasts, videocasts		ü	Application; Interview; References
Experience of liaising with the press/ journalists/ PR		ü	Application; Interview
Experience of working with third sector organisations or user advocacy organisations		ü	Application; Interview; References
Understanding of the higher education sector		ü	Application; Interview; References
<b>Communication skills</b>			
Professional expertise in news gathering skills, interview techniques, news and feature writing, layout, subediting and proof reading	ü		

Excellent writing skills to journalistic standard – accurate and articulate	ü		
Excellent verbal skills	ü		Application; Interview; References
Demonstrates a broad understanding of and interest in of the issues affecting older and disabled people and an ageing society	ü		Interview
Already established press contacts relevant to EQUAL		ü	Application: interview
Confident using a variety of communication media including social networking, videos and blogs	ü		Application; Interview; References
<b>Personal effectiveness</b>			
Skilled at networking with different communities including older and disabled people and/ or other groups at risk of being socially excluded	ü		Application; Interview; References
Understands the varied approaches which can be taken to knowledge transfer, public engagement and public relations	ü		Application; Interview
Equally comfortable talking with older people and senior academics/ executives	ü		Interview
Able to motivate others	ü		Application; Interview; References
Able to work within deadlines and turn projects around at short notice	ü		
Able to work independently but also as a team member	ü		Application; Interview; References
Willing to travel and work away from home on occasion	ü		Interview

### Further Information

This post is fixed-term, with an immediate start date and an end date of 31st December 2012.  
This post is part-time - 2 days per week.

**Informal enquiries:** Informal enquiries may be directed to Professor Gail Mountain at [g.a.mountain@sheffield.ac.uk](mailto:g.a.mountain@sheffield.ac.uk) or by telephone on 0114 2222982.

**Salary:** £27,999 – £34,435 per annum pro rata with the expectation of annual incremental progression.

**Terms and conditions of employment:** Will be those for Grade 7 staff.

**Closing date:** 23 August 2009

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