



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title: Media Relations Manager**

**Department/Division: Grantham Research Institute on Climate Change and the Environment**  
**Accountable to: Policy and Communications Director**

Competency	Criteria	E/D
<b>1. Knowledge and Experience</b>	Substantial experience working as a media relations professional in the public, private or third sector.	E
	Experience of building and maintaining relationships with print, broadcast and online reporters and editors, including at a senior level, from specialist, regional and national media in the UK and overseas.	E
	Experience of proactively managing the national and international media profile and reputation of a major organisation or institution, including the management of controversial issues.	E
	Successful track record of writing and editing high-quality media releases and of managing enquiries from journalists.	E
	Successful track record of writing and editing high-quality opinion articles and letters on behalf of senior spokespeople for publication in national newspapers and magazines.	E
	Experience of pitching news stories and features to the print, broadcast and online media in UK and overseas.	E
	Experience of managing a media contacts database.	E
	Experience of writing and editing content for social media, including blogs.	E
	Experience of managing the media profile of senior spokespeople.	E
	Experience of devising and executing communications and media strategies.	E
Experience of monitoring and evaluating media relations activities.	E	



	Understanding and knowledge of economics and social sciences	D
	Understanding and knowledge of climate change and related issues.	D
<b>2. Communication</b>	Excellent verbal communication skills.	E
	Excellent writing and editing skills for high-quality media relations materials.	E
	Ability to accurately simplify and summarise complex technical information into accessible materials for journalists.	E
	Effective at communicating with people at all levels across an organisation.	E
	Ability to advise colleagues, including at a senior level, how to communicate with the media in writing and in interviews.	E
<b>3. Teamwork and Motivation</b>	Ability to work cooperatively with a wide range of staff at LSE and partner institutions.	E
	Ability to motivate research staff to engage with the media.	E
	Ability to work well within a small team and independently on one's own.	E
	Ability to identify and articulate one's own development and training needs.	E
<b>4. Planning and Organising Resources</b>	Ability to respond effectively under pressure and to tight deadlines.	E
	Ability to respond flexibly to changes in priorities.	E
	Ability to manage and prioritise one's workload.	E
	Ability to manage resources within a budget	E
<b>5. Initiative and Problem Solving</b>	Skills in identifying and anticipating new opportunities to communicate through the media.	E
	Ability to manage conflicting priorities creatively and calmly under pressure.	E
	Proactive attitude to working with colleagues.	E

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**