



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Media Relations Manager

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

Job Summary: This is a post within the Grantham Research Institute on Climate Change and the Environment, which is an internationally-recognised research centre at the London School of Economics and Political Science. The activities of the Institute and the Centre are reported by the print, broadcast and online media around the world.

The post-holder will play an important role in increasing the worldwide impact of the Institute, and that of the ESRC Centre for Climate Change Economics and Policy (CCCEP, jointly hosted by LSE and the University of Leeds). The post's key aim is to manage the Institute's relationships with journalists around the world to increase positive media coverage in the UK and abroad. The post-holder will work both individually and with the rest of communications team to plan and deliver the Institute's communications strategy.

The post involves working with senior members of the Institute and Centre, including the Chair, Nicholas Stern. The post-holder's responsibilities will include carrying out tasks outside normal office hours.

Duties and Responsibilities

Devise and execute strategies for successful media relations worldwide

Devise and deliver worldwide media relations strategies for the Institute and CCCEP, in consultation with the Policy and Communications Director.

Develop and implement plans for media engagement in the UK and abroad for key projects, research and events to maximise their impact.

Assist policy analysis and research staff at all levels to maximise their global impact through media relations.

Provide a full range of professional media relations expertise to raise the global profile of the Institute and CCCEP

Initiate and lead activities to promote the views and activities of staff to the media, both in the UK and abroad, including through writing press releases, pitching stories to journalists, contributing digital content, and to anticipating moments to maximise impact through both proactive and reactive media engagements.



Work closely with the Chair and Senior Management Team, as well as other senior staff, to draft and edit high-quality articles on their behalf, including for publication in national newspapers and other external media in the UK and abroad.

Organise media interviews and briefings, manage visits by journalists and accompany staff to TV and radio interviews as needed.

Respond in a timely and effective way to media enquiries from around the world, providing a consistently high standard of service to journalists.

Advise senior staff on managing the reputation of the Institute and CCCEP nationally and internationally, including liaison with senior CCCEP staff at the University of Leeds.

Provide an out-of-hours media relations service, including responding to journalists' requests for comment and interviews from the staff and the Institute and CCCEP.

Create a rapid response plan for dealing with quickly-developing stories relating to the Institute and CCCEP.

Build strong working relationships with colleagues and develop influential external networks

Build and manage effective relationships with a wide variety of print, broadcast and online journalists, particularly environment and business reporters, in the UK and around the world.

Manage and maintain an extensive global contacts database of journalists to maximise the impact of communications with the media.

Develop a deep knowledge and understanding of the expertise and work of the Institute's staff, and of domestic and international media coverage of climate change and the environment, to anticipate opportunities to maximise the Institute's media profile.

Build and manage relationships with teams and individual staff, motivating colleagues to provide relevant contributions and insight for media relations activities linked to their work and expertise.

Create and maintain good working relationships with media relations professionals in other relevant organisations and the LSE Communications Team.

Carry out media monitoring and analysis

Monitor media activity to anticipate and respond rapidly to coverage of the Institute and CCCEP, including potentially negative coverage which could damage the reputation of the Institute, CCCEP or LSE in the UK or abroad.

Use media monitoring software to collect, analyse, evaluate and report media coverage of the Institute and CCCEP in the print, broadcast and online media around the world.

Manage relationships with external suppliers of media relations services including media monitoring and media training.

Train and advise colleagues about their engagements with the media

Produce briefings for senior staff, including the Chair, in preparation for media interviews.

Build a network of media spokespeople for the Institute and CCCEP, identifying among



researchers, policy analysts and senior academics those most appropriate for different audiences and media.

Train and advise staff of the Institute and CCCEP, including on interview and writing styles, so that they can engage effectively with print, broadcast and online media in the UK and around the world.

Contribute and commission commentaries for the websites of the Institute and CCCEP, in collaboration with the Publications and Editorial Manager

Identify topics and angles for commentaries linked to new research or policy analysis that will maximise engagement.

Commission, in collaboration with the Publications and Editorial Manager, contributions from internal and external authors, including senior academics and manage all aspects of production, including quality control.

Support the work of the rest of the communications team

Identify new opportunities for multimedia engagements to promote the strategic aims of the Institute and CCCEP.

Manage the production of content for electronic newsletters.

Work with the Website and Digital Communications Manager to produce material for social media engagements and provide support in managing these channels.

Use specialist design software, social media tools and video and audio equipment as required.

Assist with other tasks as required.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)



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Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.