



## **Press and Marketing Coordinator**

Gresham College is a charity which provides high-quality free education to the public across a broad range of subjects. The College aims to stimulate a love of learning and intellectual curiosity and to champion academic rigor, professional expertise and freedom of expression.

Gresham College has been providing free lectures within the City of London for over 400 years. Lectures are attended by an in-person audience and live-streamed around the world. We have currently had over 51 million online views. To watch please visit our website [www.gresham.ac.uk](http://www.gresham.ac.uk) or look on [YouTube](#).

The College is now in year four of an exciting five-year plan which has the primary aim of increasing and broadening the audience which the College reaches. Working at Gresham College is hugely rewarding in terms of the breadth and range of subjects covered and the knowledge and intellectual reputations of our speakers.

### **JOB DESCRIPTION:**

The postholder will be responsible for publicising Gresham lectures and speakers to the media to amplify our visibility, enhance our reputation, and attract new audiences to Gresham.

The post-holder will need to be able to translate complex, technical information into clear and engaging press releases and briefings. They will need to be capable of managing proactive, planned press work but also have the ability to react to events and enquiries as well. They should demonstrate a strong track record of working and placing articles with a variety of national / international / print / digital media outlets.

With help from junior staff, they will also proactively inform additional groups of upcoming lectures – for example, faculty heads / administrators of university programs aligned with the respective lecture topic.

They will build relationships with other organisations in our sector with a view to cross-promotion when appropriate.

Finally, they will serve as the primary liaison for external press agencies enlisted to undertake

independent or standalone projects.

**Reports to** Executive Director

**Salary** £32,000 - £35,000 (Pro-rata, part time, 2 days (14 hours) a week role). Saul Pension scheme (currently 16% employers' contribution)

**Contract type** This position offers an initial contract term of 12 months, with the possibility of extension based on performance.

**Benefits** 28 days holiday, plus 6 days closure over Christmas. Saul pension scheme

### **Responsibilities**

1. Write press releases about key lectures, speakers and series.
2. Disseminate these notices to media contacts (journalists, reporters, bloggers, media outlets) via media relations software, and personal correspondence when appropriate.
3. Build and maintain targeted lists of media contacts within media relations software to increase the efficacy of this work.
4. Act as the liaison between media contacts and Gresham speakers, facilitating collaboration such as the co-authoring of editorials or press interviews.
5. Work with junior colleague(s) to build lists of other contacts who may be interested in particular lectures and manage distribution of information to these groups.
6. Similarly, disseminate lecture information to other broadcast opportunities and platforms, such as membership associations, event-listing websites and newsletters, building reciprocal relationships with sector partners.
7. Serve as the primary liaison for external press agencies enlisted to undertake independent or standalone projects.
8. Report monthly on the above activities and recommend future development of the press and marketing offering.

### **PERSON SPECIFICATION**

The successful candidate must be able to demonstrate the following:

1. Between three and five-years' experience working as a journalist, in a press office or communications team.
2. Robust knowledge of the UK media landscape.
3. The ability to build good, working relationships with press and media contacts.
4. Success in securing national or wider press coverage of stories / stakeholders / campaigns.
5. Excellent oral and written communication skills, with an ability to translate complex information and data into messaging for a range of audiences.
6. Proficient in drafting timely and accurate press releases.

7. Ability to organise time effectively, prioritise workload, meet deadlines and multitask with ease.
8. Able to work well under pressure and respond to issues at short notice and occasionally out of hours.
9. Good team player with an understanding of other communications disciplines
10. Confident use of MS office applications and other IT systems.

## Equal Opportunities

Gresham College encourages applications from those of diverse backgrounds. The College is committed to fairness, consistency and transparency in selection decisions. Panel members are aware of the principles of equality of opportunity and fair selection.

## Application Process

All applications will be managed in accordance with the College's recruitment policy; the process is outlined below.

Formal applications must consist of a Curriculum Vitae accompanied by a letter explaining your suitability for the role in relation to the information and criteria specified in the Job Description and Person Specification.

The selection and interview process will be managed a panel comprised of employees and/or other persons. The final appointment will be made subject to satisfactory references, and any other necessary document checks (e.g. right to work in the UK).

Applications should be sent to [s.green@gresham.ac.uk](mailto:s.green@gresham.ac.uk)

Applications may also be sent by post to:

Gresham College Barnard's Inn Hall Holborn  
London EC1N 2HH.

**The closing date for the position of Press and Marketing Coordinator at Gresham College is 9am 8 April 2024 but will close earlier if the position is filled.**