



JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:		Job Title:	Head of PR
Reports to:	CEO	Location:	London
Department:	Professional Services	Job Family:	Management

SECTION 2

DEPARTMENT STRUCTURE

To be Confirmed

SECTION 3

OVERALL JOB PURPOSE

As the Head of PR, you will lead the charge by crafting and implementing a comprehensive PR strategy. Working closely with LIBF leadership and the IU Group PR team, you will shape the narrative, build strong media relationships, and contribute to the success of our digital transformation journey. Reporting directly to the LIBF CEO, you will be an integral part of the UK leadership team, playing a pivotal role in scaling our educational offerings.

SIZE/DIMENSIONS

Marketing budget approximately £0.5 million and with per project media budget

Staff up to 10

Spending Authority £5,000

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

1. Strategic PR Leadership:

- Collaborate with LIBF leadership to align our PR strategy with overall business objectives.
- Provide strategic PR guidance to support the expansion of our educational programmes and relationships with employers for our students

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2. Media Engagement and Brand Building:

- Craft compelling narratives and messages to enhance LIBF's brand presence.
- Cultivate and maintain positive relationships with media outlets

3. Content Creation and Messaging:

- Craft compelling narratives and messages that align with LIBF's mission and values
- Develop engaging PR collateral, including press releases, articles, and other media materials, working with the wider IU team to create synergies where appropriate

4. PR Operations:

- Drive the delivery of key PR processes and services, ensuring efficient scalability
- Work with the IU Group PR team to optimize our PR processes to support LIBF's rapid growth journey
- Manage relationships with PR agencies acting on behalf of LIBF

5. Stakeholder Relations:

- Address PR-related issues and conflicts, fostering a positive external perception.
- Stay informed about industry trends and regulations to ensure compliance.

CONTACTS AND INFLUENCE EXERCISED

External

- Contact with a wide range of media professionals, policy makers and regulators, potential sponsors.
- Contact with a large number of external stakeholders including, students, alumni, corporate customers, partner institutions and board members.
- Contact with other stakeholders to achieve mutual objectives where possible e.g. with organisations such as CAB, Age Concern, charities, trade associations and so on.

Internal

- All levels (informing, advising, seeking advice and information from)
- This position will require frequent contact with members of our senior management team.

DECISIONS

Indicate the level which best describes the job holder's involvement in the decision making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	X
Participates in the establishment of guidelines & procedures	
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder's decisions:

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Restricted to employee's own work	
Has impact on department/directorate* objectives	X
Has impact on The London Institute of Banking & Finance objectives	X

DEFINITION /CLARITY

This is a new role, which will evolve and draw together a wide range of skills and expertise. It is envisaged that the jobholder will be constantly balancing multiple activities and tasks and following and implementing multiple plans which are competing for resources and priority. The role requires a wide range of collaboration with a range of departments across The London Institute of Banking & Finance and range of levels from the Principal to Customer Services.

Signed

JOB HOLDER

Date

Signed

MANAGER

Date

PERSON SPECIFICATION

Job Title: Head of PR
Reports to: CEO
Department: Professional Services

Qualifications, knowledge and professional memberships	Essential /desirable?	
UK Degree or equivalent	D	
Relevant professional qualification (e.g. CIM and/or CIPR)	D	
Technical Skills and Experience		
Proven track record as a Head of PR or in a similar role.	E	
Experience in developing and expanding a brand for new customer segments, supporting a high-growth business	E	
Strong leadership skills with the ability to inspire and motivate teams.	E	
In-depth knowledge of PR best practices and UK media landscape.	E	
Experience in managing relationships with external PR agencies	E	
Experience in a fast-growing business environment, especially private equity-owned.	D	
Familiarity with challenges and opportunities in the education sector.	D	
Experience of using social media effectively as part of an integrated communications strategy	E	
Experience of building strong relationships with all key internal and external stakeholders – including customers, media and policy makers, and senior colleagues.	E	
Experience of advising a senior management team and/or board of directors	E	
Understanding/Experience of the Education sector	D	
Well-developed negotiation and advocacy skills	E	
Strong project management skills with experience of scheduling work and resources effectively	D	
Good IT competencies including word, excel, PowerPoint and outlook	E	
Ability to work collaboratively	E	
Core Competencies (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	Essential / desirable?	Core for all employees
Values		
Collaboration	E	C
Adaptability	E	C
Innovation	E	C
Integrity	E	C
Support	E	C

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Skills and Experience	Essential / desirable?	Core or Enhanced
Communicating effectively	E	En
Business thinking	E	En
Developing Yourself	E	En
Getting things done to achieve results	E	En
Digital Capability	E	En
The Customer Experience	E	En
Managing quality and standards	E	En
Applying judgement and taking decisions	E	En

Signed
JOB HOLDER

Date

Signed
LINE MANAGER

Date

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Appendix A

(HR to add structure chart)