

Job description

VP, Corporate and Public Relations

November 2020

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

INTO strategic growth plans are to reinvent the student journey by offering an expanded product portfolio that address the needs of students from enrolment to employment and to reach a broader customer base. The VP, Corporate and Public Relations will be key to building a positive image of INTO with students, parents, agents, University partners and employers.

Reporting line

The role reports to the Chief Marketing Officer.

Job purpose

The VP, Corporate and Public Relations is responsible for promoting the corporate and public image of INTO via a strong network of key sector influencers, key opinion leaders and media contacts.

Key accountabilities and duties

Role and responsibilities

- Develop communication strategies including Public relations, media relations, trade relations, crisis communication, social / Media and community functions
- Develop our corporate narrative and messaging pillars and activate these throughout our communications programs

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- Develop and advance the strategy and voice for CEO and executive board leaders communication including speaking engagements, media interviews, media preparation,
- Lead a robust media relations network, with a focus on exceptional results that effectively position INTO within the market
- Develop and maintain excellent relationships with journalists, industry influencers, student influencers
- Lead crisis communication efforts
- Develop, lead and train internal spokesperson program including training and media prep
- Align our corporate communications strategy with our Brand strategy and Business strategy
- Be a problem solver for day to day communication needs for our agency network

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification.

Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none">• Right to work in the UK	
Education/ qualifications	<ul style="list-style-type: none">• Journalism or PR Undergraduate degree or relevant equivalent experience	
Experience/skills	<ul style="list-style-type: none">• Substantial experience in B2B and B2C communications• Proven track record for developing B2B and B2C communication strategies that deliver business results• Exceptional written and oral skills• Responds well under pressure and short deadlines• Solid understanding of social media and experience working with bloggers	