



Thank you for your interest in this vacancy this document includes the following details:

- Text of the original job advertisement;
- Job description and basic contract details;
- The person specification;

How to apply.

Send a letter of application and CV to Jonathan Slack, Chief Executive of ABS via email on jslack@the-abs.org.uk. Please include your full contact details, the names of two referees and state your current salary. Also visit other sections of the website for information about ABS and its numerous activities and members.

Jonathan Slack
Chief Executive

Public Relations Manager

Up to £30K

ABS is the national membership organisation and authoritative voice for over 100 UK business schools. We are seeking a creative individual with excellent communication skills and at least 3 years of successful media and public relations experience. Reporting directly to the Chief Executive, you will implement our strategic communications goals and develop a range of media related activities and high profile events for national and international audiences.

You will also develop and maintain positive relationships with our members and strategic partners through personal contact, events and initiatives. This is an exciting career opportunity for someone who enjoys taking responsibility and wants to work in a small dynamic team environment in central London.

For further information, please visit: www.the-abs.org.uk

Job Description & Basic Contractual Details

Job title: Public Relations Manager

Responsible to: The Chief Executive of ABS

Job purpose:

To contribute towards and be responsible for implementing our strategic communications goals. Currently, these are:

- To enhance awareness and understanding of the ABS as the authoritative voice on business and management education issues.
- To influence favourably, public policy relating to business and management education in the UK and Europe.
- To support undergraduate, postgraduate and Executive education recruitment in member schools, in the UK and from overseas.
- To develop and maintain positive relationships with ABS members and to enhance internal communication within the membership.
- To support the ongoing campaign for new ABS members.

To take responsibility for an existing range of media and public relations activities including:

- Planning and implementing the annual ABS Awards for Business & Management Students, held in association with the Guardian & Observer newspapers.
- Gathering material for and editing the ABS annual flagship publication 'Pillars of the Economy', promoting Business & Management Education in the UK.
- Gathering material for and editing the ABS Annual Report.
- Liaising with ABS member schools and their public relations staff to develop Media Bulletins which contain for example, case studies, innovations and analysis of trends, for distribution to journalists, ABS members and partner organisations.
- Developing meaningful relations with a range of key journalists from the quality press and specialist magazines.
- Developing with others a range of articles, thought pieces and press releases for a broad range of business, management and educational media at regional, national and international levels.
- Maintaining the ABS press cuttings manual.
- Maximising the public relations impact of the ABS website.
- Managing content of the ABS online News Centre.

- Planning and hosting occasional “PR for Business Schools” one-day conferences attended by business school PR staff and others.
- Developing and maintaining positive relationships with members, primarily through their PR staff, through personal visits where appropriate.
- Maximising opportunities for recruitment of new ABS members and providing support for the ABS Business Development and Membership Sub Committee.

Basic Contractual Details:

The post is based at the offices of the Association of Business Schools, 137 Euston Road, London, NW1 2AA.

- Holiday entitlement is 26 days plus statutory holidays.
- The post is based upon a 35 hour working week.
- There is the option to join the Teachers’ Pension Scheme, which is a final salary scheme with employer and employee contributions.
- There is a two month notice period in either direction.
- The post is offered on the basis of a probationary first year.
- An interest free, season ticket loan for travel to/from work is available under certain circumstances.
- There is a strict no-smoking policy in operation.
- There is no London weighting allowance.
- A free BUPA medical health check is available under certain conditions.

Person Specification

Essential Characteristics:

The successful candidate will be a graduate who can demonstrate:

- Verbal and written communication skills of the very highest standard.
- At least three year's experience of working in public relations and with national and professional media.
- Experience of developing, implementing and evaluating effective communication strategies.
- The ability to enthuse others with energy, initiative, creativity and imagination.
- Solid administrative capabilities including word-processing, spread sheet and Internet competencies.
- Highly developed networking capabilities and interpersonal skills.
- Ability to work on own initiative, excellent time management skills and the ability to multi-task.
- Knowledge and experience of the design and publication process in a variety of printed media and the world wide web.
- Commitment and positive motivation towards the UK business school sector.

Desirable requirements:

The successful candidate may also have:

- Public relations and/or marketing qualifications.
- Some marketing knowledge and experience.
- Knowledge and experience of the Business & Management Education sector and/or the University sector.