

# CANDIDATE PACK

## Junior Public Relations & Public Affairs Officer

Global Recruitment, Admissions, Marketing &  
Communications

UNIVERSITY OF  
WESTMINSTER 



# OUR UNIVERSITY

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust - compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.



# OUR PRIORITIES

The University's 2022-2029 strategy, *Being Westminster*, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

## WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

## INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

## SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.



# OUR OBJECTIVES 2022-2029

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

## EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

## RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

## EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.



A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

## GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.



# OUR STRUCTURE

## ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

### Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

### College of Creative Arts and Technologies

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

### Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

## PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement and Graduate Futures Directorate
- Estates
- Finance and Commercial Activities
- Global Recruitment, Admissions, Marketing and Communications
- Digital and Technology Services
- People, Culture and Wellbeing
- Strategy, Planning and Performance
- Student and Academic Services
- Research and Knowledge Exchange Office
- Graduate School
- Learning Innovation and Digital Engagement



# JOB DESCRIPTION

**Job Title: Junior Public Relations & Public Affairs Officer**

**Reports to: PR Manager**

**Department: Global Recruitment, Admissions, Marketing & Communications**

**Grade: NG3**

## ROLE PURPOSE

The Junior Public Relations and Public Affairs Officer will support the development and delivery of the University's Public Relations and Public Affairs activities in order to raise public awareness and enhance the reputation of the University. You will play a key role in supporting the Public Relations and Public Affairs team to monitor our media and policy engagement, support the delivery of a media and parliamentary engagement plan to promote strategic developments internally and externally.

You will also support the delivery and promotion of public events and work to connect our world-class academic research with journalists and policy-makers alike through engagement work with colleagues in Research and Knowledge Exchange Office and across our three academic colleges. You will support the communication of relevant calls for expert commentary, parliamentary evidence as well as the preparation and distribution of news stories, press releases, briefing notes and reports.

You will be a key member of the wider Corporate Communications and Public Affairs team, supporting the mission and strategies of the University to build and maintain the University's brand, image and reputation.

## PRINCIPAL ACCOUNTABILITIES

- To write and edit [ZM2.1]news items, press releases, policy briefings, case studies, testimonials, presentations and other forms of content to promote the University and its activities
- To assist the Head of Corporate Communications & Public Affairs and PR Manager with proactive and reactive engagement with local and national policy makers and media outlets, including creating engagement opportunities for Westminster researchers
- To monitor, analyse, evaluate and report on the University of Westminster's media and policy engagement, and work with the Head of Corporate Communications & Public Affairs and PR Manager to maintain related records and databases
- To stay abreast of key media issues or policy developments that are relevant to the University
- To support the delivery and administration of internal and external visits and events with key stakeholders



- To be an ambassador for the Global Recruitment, Admissions, Marketing and Communications function, always working constructively, positively, and collaboratively with colleagues and stakeholders, and to undertake any other duties as appropriate and as required by the PR Manager from time to time.

## CONTEXT

This post is based within the Global Recruitment, Admissions, Marketing and Communications Department. The Department provides professional marketing, communications and fundraising services for the University's leadership team, and its Colleges in the West End of London and at Harrow, in all aspects of the pre-arrival and educational experience of students.

The Professional Services Departments work collaboratively to contribute to the continuing success of the University. All departments are expected to think creatively about the effectiveness of the University's administration and to initiate change and innovation in accordance with the needs and expectations of Westminster as a modern, professional, international university.

Key to the success of the professional support functions is the need to continue to develop positive, forward-looking, relationships with academic colleagues and to foster a service ethos whereby efficient, effective and consistent support frameworks, policies and processes are developed in partnership with academic colleagues; innovation is supported and encouraged, and all activities support the achievement of University objectives by enhancing the quality of the student and colleague experience.

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

The post holder will be expected to foster cross-team project working and to deliver a culture of sharing knowledge and information.

Staffing: This post holder has no formal supervisory or line management responsibilities.

## KEY RELATIONSHIPS

- PR Manager
- Junior PR Officer & Editorial Assistant
- Communications Manager
- Communications Officers
- Head of Corporate Communications and Public Affairs
- Director of Marketing, Communications and Development
- Vice-Chancellor and President
- Research & Knowledge Exchange Office
- Business Engagement Directorate



# PERSON SPECIFICATION

## QUALIFICATIONS

### Essential

A Level standard or equivalent practical experience.

### Desirable

A degree in either, Politics, International Relations, Public Relations, Journalism and Mass Communication, Marketing Communications or English/Creative Writing.

## TRAINING AND EXPERIENCE

### Essential

- Experience of working in a public affairs / Public Relations / media and/or policy-based environment in a role such as a Public Affairs Assistant, Parliamentary Researcher/Assistant, Policy Assistant, Communications Officer, PR Assistant, journalist or similar.
- Experience of drafting online content such as blogs, news items, profiles etc.
- Experience of conducting research and analysis, summarising findings clearly targeting specific audiences
- Experience working effectively as a member of a team
- Experience of handling multiple tasks and projects simultaneously
- Excellent IT skills in a PC environment
- Experience of taking complex information and translating it into other forms of content, for example effective press releases, newspaper or magazine articles that can be easily understood by members of the public

### Desirable

- A sound knowledge of UK Government policies in education, and the international HE operating environment.
- A sound understanding of the role of universities, their contributions to society and the issues facing the higher education sector
- Experience of communications and public relations in a higher or further education setting
- Experience of handling requests from print, broadcast, and online media for expert comment and in the preparation of experts for media interviews
- Experience of supporting or managing projects
- Experience supporting the organisation and administration of events



## APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

### Essential

- Excellent interpersonal and communication skills
- Ability to identify relevant newsworthy stories
- Excellent IT skills in a PC environment
- Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked.
- Must share and exemplify the University's values.
- Adaptability and the flexibility to be responsive to new ways of working
- Preference for collaborative working
- Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable
- Willingness to work out of office hours for events

### Desirable

Evidence of an ability to understand brand messages and how to incorporate them into public relations / public affairs activity



# HOW TO APPLY

To apply for this vacancy, please visit our [vacancies page](#) where you will be able to register as a candidate and complete your online application.

You will be requested to upload a CV which will be used to populate relevant sections of your application. You will also be requested to complete a concise statement in support (ideally no longer than 1000 words), addressing the criteria in the Person Specification and your motivation for applying.

**The deadline for receipt of applications is 11.59pm on 8 July 2026.**

**Interviews will take place on 17 July 2026.**

An appointment will be made subject to proof of eligibility to work in the UK and satisfactory references being obtained.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders.

We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

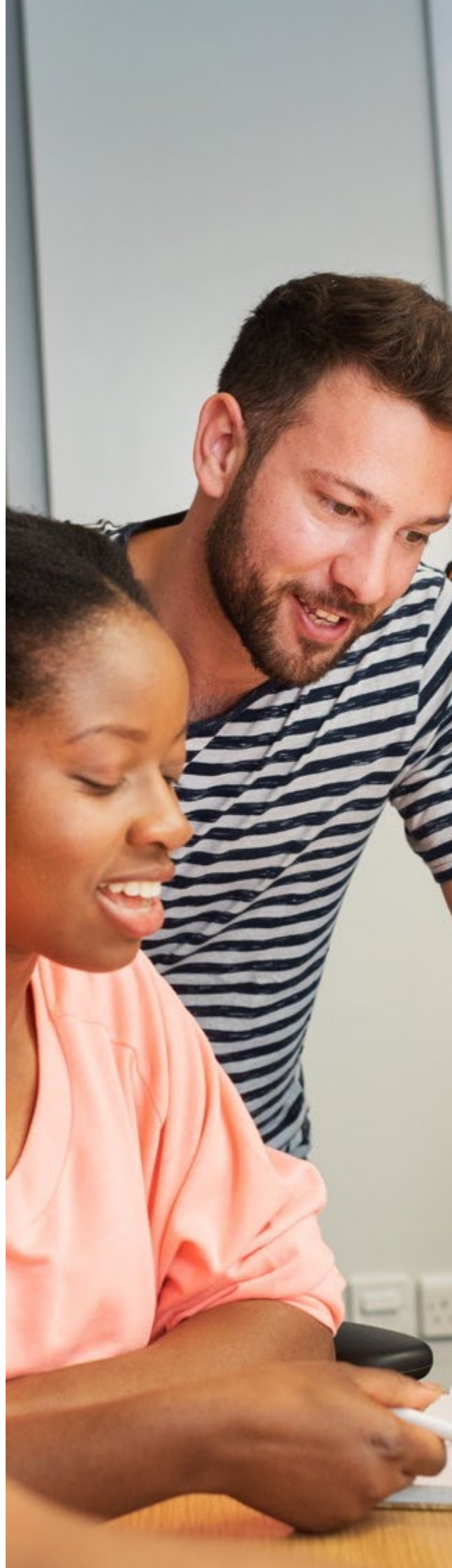
*The University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage.*



# OUR BENEFITS

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+ colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status.

- 35 days annual leave per year, plus bank/national holidays and University of Westminster closure days (pro-rata for part-time staff).
- A generous occupational pension scheme.
- Annual incremental progression and/or cost of living reviews.
- Generous maternity, paternity and adoption leave.
- Flexible working and smart working.
- Learning and development opportunities.
- Free membership rates for a wide range of sporting facilities, including gyms at Regent Street and Harrow campuses, as well as the Chiswick Sports Ground.
- Employee assistance programme.
- The opportunity to participate in other attractive employee benefit schemes such as Cycle to Work, Eye Care Vouchers, Season Ticket Loans, and Give As You Earn.





[westminster.ac.uk](https://www.westminster.ac.uk)

The University of Westminster is a charity and a company limited by guarantee. Registration number: 977818. Registered office: 309 Regent Street, London W1B 2UW. 9860/08.23/JT

