

PhD placement/PIPS: PR and Media Communications

Placement supervisor:

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Placement department:

Communications, Marketing and Commercial Enterprise

Placement overview and objectives:

The Communications team at RBG Kew is a dynamic and exciting department tasked with earning unpaid coverage by engaging the media and external stakeholders to attract new audiences and shine the spotlight on Kew's world-leading research and expertise. The placement offers an opportunity for an enthusiastic PhD student to learn more about the media landscape and how effective communication and external outreach can help drive public interest and engagement with science in particular.

Key responsibilities include: engaging with a variety of traditional and online media, from print to online outlets, to help deliver PR campaigns; supporting the Comms team's objectives; delivering on the priorities of Kew's 10 year strategy, Our Manifesto for Change, and helping shift public perceptions of Kew beyond that of a popular tourist attraction to include a world-renowned centre of botanical and mycological research at a time of climate change and biodiversity loss.

Possible projects:

- Work closely with Kew's body of scientists to identify an exciting story or new publication with interest to the press; outline and develop a strategy including drafting a press release for wide distribution to secure media coverage, including print, online and broadcast.
- Work directly with a broadcast crew to deliver a news or feature report, filmed on site at Kew for national and/or international broadcast.
- Provide science media coverage summaries and reports to share with internal stakeholders.
- Research media titles such as podcasts, radio shows, TV programmes and print/online outlets where Kew's Science stories and staff could be featured.

Required skills and experience:

- Excellent written and verbal communication skills.
- Basic understanding of and interest in the media landscape and popular news outlets
- Ability to translate complex scientific concepts – particularly botanical and mycological - into compelling, clear stories.
- Ability to juggle multiple projects and deadlines, and the ability to deal with shifting objectives and priorities at short notice.
- Ability to work as part of a larger team.

Skills and areas of knowledge that can be developed:

- A good understanding of what makes an engaging story.
- How to effectively pitch stories to the press.
- How to plan and deliver a high-impact PR campaign from start to finish.
- Organisational skills that help support a press office function.

Location of work:

Admin Building at Kew, Richmond with hybrid model of work.

Length of placement:

3 months

Provisional start date:

Available anytime from October 2023