

Communications and Marketing

Communications

The Communications team is responsible for all aspects of media relations activities which involve Leeds Metropolitan University, its students and staff.

Media function

- The Communications team includes experienced media and PR experts who provide a professional service to local, regional and national media.
- The Communications team is also responsible for dealing with any stories which may have an adverse effect on the reputation of the University.
- We pro-actively seek to engage with and build positive relations with the media by supplying a constant source of high quality, interesting stories that highlight how Leeds Met is fulfilling its Vision and Character.
- The University should respond to media promptly and professionally unless there are good reasons why this is not possible.
- The Communications team keep records of media contact throughout the university, evaluates the effectiveness of media relations throughout the university and circulates information to the Vice-Chancellor, Senior Executive Team and Governors.
- The Communications team advises colleagues on maximising the potential of the story for the university, how to give a good interview, for press, web and broadcast media and how to draft a good press release.

Procedures for staff

- The Communications team is the first point of contact for all media enquiries. If you are contacted by a member of the media, including journalists and programme researchers, please record their name, publication or programme, contact details and a brief note of the enquiry, and then direct them to the Communications team. All media enquiries should be dealt with quickly.
- We recognise that a journalist may contact you first knowing you are an expert in your field. However, please check with Communications first before engaging in conversations with the media.
- If you are regularly contacted by the same people or about the same subject we will form an agreement with you that you should go ahead without letting the Communications team know first. However, we will ask that you still let us know about each media interaction immediately afterwards so we can record and monitor activity.

- Press releases and accompanying photographs should only be issued with specific permission from Communications.

Communications contacts

Head of Communications
Hannah Hughes
0113 812 5935
H.Hughes@leedsmet.ac.uk

Media Relations Manager
Helen Goodwin
0113 812 3021
H.G.Goodwin@leedsmet.ac.uk