

STUDENT STAFF ROLE PROFILE

At the Guild, student staff don't just support what we do, you shape it. This paid role gives you the chance to get involved in meaningful work, build real experience, and make a difference to student life at Exeter.

Role:	Student PR and Press Assistant
Working hours:	12 hours per month, term time (flexible based on need)
Pay:	£14.12 an hour
Supported by:	Communications Manager and Marketing Coordinator

What you'll be doing

- Spot and pitch good news stories, student wins and campaign milestones to the media and comms team
- Support the writing of press releases and media statements, including helping inject student voice into our crisis comms and external responses
- Gather quotes, testimonials and case studies for press and content use
- Liaise with other student teams to find potential stories from across the Guild
- Develop media outreach lists and help track coverage from journalists and publications
- Monitor media coverage and sentiment to help manage the Guild's reputation
- Help measure the impact of press work through

What you'll gain

- Real-world experience writing press releases, public statements and reactive comms
- Insight into how student voices can shape media messaging, during sensitive or high-pressure moments
- Skills in spotting stories, gathering content and building media relationships
- Confidence writing for external audiences, including press and public platforms
- Practice in tone of voice, inclusive storytelling and values-led messaging
- Experience working within a wider comms strategy including internal and crisis communication
- A working knowledge of analytics to help measure the impact of media activity

Skills you need

- Some experience writing press-style content, or a strong interest in media and comms
- Confidence (or willingness to grow) in supporting sensitive or high-stakes messaging
- A keen eye for storytelling and the ability to bring out student perspectives
- Good organisation and communication skills
- An understanding of tone, accessibility and inclusive language
- Comfortable working collaboratively and feeding into larger comms plans





Key dates

- Shortlisting: 22 August
- Group Interviews: 25 – 28 August
- Start date: 29 September

