ST PETER’S COLLEGE

ST PETER’S COLLEGE
St Peter’s College is one of thirty-nine self-governing Colleges in the University of Oxford. Founded in 1929 expressly to widen access to Oxford University, it is an open, tolerant and creative academic community, and enjoys an atmosphere in which academic staff and students from many different backgrounds and countries mix easily and comfortably. The College currently comprises a Master, Professor Judith Buchanan, and 65 Fellows and Lecturers in a wide range of subjects, approximately 350 undergraduate and 240 graduate students, 24 Visiting Students, and approximately 80 members of administrative and domestic staff. St Peter’s is a friendly and vibrant academic community, and provides an informal and supportive working environment. St Peter’s College is a registered charity. Further information may be found at www.spc.ox.ac.uk.

ABOUT THE POST
The Communications Manager is a new post in the College. The post holder will enable St Peter’s to communicate with all parts of the College community (including students, Fellows, staff, alumni and donors) and with the wider world, in smart, engaging, informed and informative ways. We envisage this post making a transformative difference to how we tell our College story and to how connected all sections of the community can then feel.

The Communications Manager will report both to the Master and to the Director of Development and Alumni Relations and will work alongside and in collaboration with other College Officers.

This is a varied role where you can expect to spend around half of your time working specifically on Development Office communications (line-managed by the Development Director) and around half your time on wider College communications, both internal and external (line-managed by the Master). Duties include overall management of the College website, including the intranet, creating content for a range of College publications, e-newsletters and postings, and building the College’s social media presence.

This is an opportunity for an energetic, imaginative and vibrant individual looking for an opportunity to make a significant difference to the communications output of the College. It is a post that requires reliable technical acumen for delivery, but that also allows room for new and creative ideas and for making things happen. As the College’s only communications specialist, you will work with, support, and be supported by a wide range of stakeholders.

MAIN DUTIES AND RESPONSIBILITIES

There are two principal arenas to the job, with some strong crossover between them.

1. College-wide (reporting to the Master)
   - Develop and implement a plan for the nature, frequency, platform, tone and contributors for internal and external communications for a range of audiences, including: prospective, new and current students (undergraduate and graduate); schools; alumni; staff; academics; and externals looking for an events venue.
   - Manage the College website, in consultation with the Fellow for IT and Website and College Registrar, and seek out news items and updates for it to keep it lively and relevant.
• Manage the College’s social media accounts, working closely with the Access and Outreach Coordinator on some agenda, and in consultation with the Master and other relevant College officers. Build the College’s presence and profile on social media.
• Develop engaging and relevant content (including short videos, podcasts, blogposts and other material) for use on social media, the College website and in print publications. This will involve proactive liaison with Fellows, students and others, and generating a regular pipeline of new material for big and small stories.
• Analyse data in order to inform decision-making and to maximise the impact of digital content across all platforms.
• Create mechanisms to support internal communications, including the delivery of regular news digests to all members of the current College community and through use of the College intranet.
• Convene the College’s IT and Website Committee, in close liaison with the Fellow for IT and Website.

2. Development Office (reporting to the Director of Development and Alumni Relations)
• Produce regular, engaging and well-presented content for e-newsletters and other communications to alumni and donors in appropriate e-distribution formats.
• Take responsibility for managing and updating the Development Office’s sections of the College website and for creating additional web content as necessary.
• Be (or become) sufficiently proficient with the Development and Alumni Relations (DARS) database to construct and use appropriate distribution lists for the segmented distribution of alumni and donor communications.
• Generate and deliver alumni-focused social media content for various channels.
• Contribute alumni-focused material for the annual Cross Keys publication, whose production and print processes are overseen by a Development Office colleague.
• Make, or oversee the making of, short and engaging update films on College life for alumni audiences.
• Contribute to the writing of fundraising proposals.
• Compile information and materials for alumni presentations and updates to be given by the Master when requested.
• Contribute to wider Development Office team activities - including the running and hosting of events - when needed.

Person Specification

Essential
• Educated to degree level or with equivalent experience.
• Professional experience in a communications role and in using the full range of communications media and digital tools.
• Outstanding oral and written communication skills, including the ability to distil complex messages in simple formats in audience-appropriate ways.
• Vision, creativity, confidence, and commitment to the College and its strategic objectives.
• Demonstrable skills and significant experience in the professional use of social media and the development of digital content such as videos, podcasts and infographics to engage online audiences.
• Understanding of how to work proactively with the media for publicity and ability to manage media relations if a college story generates media interest.
• A desire to make an active contribution to the wider life of the College, and an appetite for gathering stories to communicate, by attending events and participating in College activities.
• Ability to problem solve independently to resolve situations, as well as the good judgement to refer issues to others when appropriate.
• Able to organise and manage a busy workload with supportive, but light-touch supervision, including the ability to re-assess priorities and respond positively to changing requirements, and deliver to deadlines.

Desirable:
• Professional communications and/or marketing qualification e.g. Chartered Institute of Marketing or Chartered Institute of Public Relations
• Knowledge of the higher education sector
• Experience of using Adobe Suite, including InDesign and Photoshop
• Experience of using DARS

Terms & Conditions

The appointment will be conditional on verification of the candidate’s availability for employment in the UK. The appointment comes with a probationary period of 12 months at the end of which an appraisal for confirmation of appointment will be conducted. Performance appraisal will occur annually thereafter. During the probationary period, notice will be one month on either side. Subject to satisfactory review and confirmation of the post the notice period will then be three months on either side.

Salary: Appointment will be made on Grade 6 of the University’s salary scale for academic-related staff according to experience, currently £29,176 - £34,804 per annum. Skills and experience may be taken into consideration.

Meals: The post-holder is entitled to take one meal per day, free, in the College Hall, when on duty, when kitchens are open.

Pension: The appointee will be enrolled in the USS Pension Scheme unless they make a request in writing explicitly asking to opt out.

Healthcare: All staff are eligible to subscribe to the Oxford Colleges’ Healthcare Scheme.

Hours: Full-time administrative staff of the College are expected to work a nominal 35-hour week (with a one-hour unpaid lunch break each day). It is recognised that out-of-hours working in the evenings and at weekends will sometimes be required of this role in ways related to the needs of the alumni programme and of College life and events more generally and ordinarily time will be given in lieu. The College can consider flexible working arrangements.

The appointee will be entitled to 30 days paid holiday each year (to be taken at times agreed with their line manager thereby ensuring the continued smooth running of the College), plus 8 bank holidays.
How to Apply

Applications should comprise of a detailed CV together with a short covering letter (no more than two sides). This should explain your interest in the role, and particularly highlight the relevant strengths that you would be able to bring to this particular role. Candidates are also requested to give details of the names and contact details of two referees. It would be helpful if candidates could indicate the capacity in which their referees have gained knowledge of their work. References will not be taken up before the interview stage.

Applications should be sent to: human.resources@spc.ox.ac.uk

Though not mandatory, we also ask you to complete and return a college recruitment monitoring form.

Since we will correspond with you by email and phone, please ensure that you provide us with an email address and phone numbers that you are happy for us to use for this purpose. Please provide a mobile phone contact if possible.

Closing Date: The closing date for applications will be 27 September at 12 noon (UK time). Late applications will not be considered.

Interested candidates wishing to discuss the post informally should contact Amanda Jones amanda.jones@spc.ox.ac.uk in order to make an appointment to speak with the Master. The Master welcomes informal enquiries.

Data Protection: All data supplied by applicants will be used only for the purposes of determining their suitability for the post, and will be held, as defined in the General Data Protection Regulation (“GDPR”), the Data Protection Act 2018 and the College Policy on Data Protection as amended from time to time.

St Peter’s is an equal opportunities employer that supports and encourages under-represented groups and values diversity.

www.spc.ox.ac.uk