DEVELOPMENT COMMUNICATIONS AND MARKETING OFFICER
FURTHER PARTICULARS

St Peter’s College

St Peter’s is a dynamic and informal college that was founded in 1929 and received full collegiate status in 1961. With over 6000 alumni, 500 current students and 50 Fellows it has built a reputation for outstanding teaching and research – in a friendly atmosphere. The College occupies a great location in the heart of the city centre and is determined under the current Master, Mark Damazer CBE, former Controller of BBC Radio 4, to provide the best possible facilities, academics and support for students.

Job summary

St Peter’s College is seeking to recruit a bright and motivated team player to join its Development Office and work alongside the existing team, which comprises the Development & Alumni Relations Director, the Development Manager, the Alumni Relations Officer and the Database and Research Officer.

The Development Communications and Marketing Officer will support and enhance the alumni and development communications programme aimed at a varied and sophisticated alumni audience and will also play a wider role helping to deliver a varied programme of alumni events and activities. The role will involve the production of fundraising materials, proposals, and presentations for prospects.

The post holder will be expected to enhance current communications strategies and introduce, with the support of the Development Director, new ideas for engaging with donors and alumni. The role will require sound technical ability with print, web content and other online material. The ability to write final draft level documents is a requirement for this position.

Key to the role are an understanding of marketing/PR and social media, initiative, creativity, accuracy and flexibility and the ability to deliver these to deadlines. Willingness to work as part of a team where roles are, at times, interchangeable is essential.
Main Duties and Responsibilities

Alumni communications

• Print publication: Coordinate and produce Cross Keys, the annual College magazine Newsletter in collaboration with the Alumni Relations Officer (gather and edit news items, photos, liaise with designers and printers)
  - As part of the process, liaise with alumni, students, Fellows and other staff members
• E-communications: Manage the College’s e-communications (compile and send out monthly electronic newsletters, occasional news alerts)
• Website / social media oversight
  - Update the appropriate sections on the College’s website in collaboration with the overall website editor, Dr Richard Allen, and ensure that all alumni and development sections are kept up-to-date
  - Manage the College’s alumni social networks on Facebook, Instagram, Twitter, Flick etc.
  - Co-ordinate the alumni and development social media accounts with the main College account overseen by Dr Richard Allen
• Generate publicity and marketing material for alumni events

Fundraising Communications

• Play a central role in the writing and production of fundraising proposals, creation of presentations and compilation of information for meetings when requested by the Development & Alumni Relations Director, Master, and other Senior Members of the College
• Assist in the production of a Donor publication and other Campaign materials under the guidance of the Development Director and with the assistance of the Database and Research Officer
• Assist in the production and regular review of stewardship material; thank you letters, emails and other literature

Alumni relations – Events

• Assist with the organisation and execution of a number of alumni events working very closely with the Alumni Relations Officer
• Attend evening and weekend events as required by the Development Director; time in lieu will be given

General office administration

• Assist with incoming correspondence and telephone enquiries
• Other duties as directed by the Development and Alumni Relations Director
Person Specification

Essential

- Educated to degree level or equivalent
- Excellent written communications skills
- Excellent proofreading skills
- Enthusiasm and aptitude for working in a small dynamic team
- Excellent interpersonal and communication skills, both spoken and written, with the ability to deal confidently with a range of written projects and sophisticated audiences
- Excellent time-management skills and the ability to handle several priorities and to meet deadlines
- Self-initiative, with an ability to work with minimum supervision, and a drive to get things done
- Excellent IT skills including database systems and Microsoft Office packages, design packages
- Ability to collate and review information, and present it in an effective format
- Flexibility and willingness to work occasional evenings and weekends and help out in other priority areas

Desirable

- Experience of working in a Higher Education setting
- Experience of working in a Communications, Marketing, PR role

Terms and Conditions

Appointment The post is to be filled as soon as possible. The appointment will be subject (i) to the provision of an original document, which indicates your right to work in the UK, and (ii) the completion of an initial probationary period of six months.

Salary Appointment will be on Grade 5 of the University’s salary scale for non-academic staff, £24,983.00 - £29,799.00 FTE. Salaries are reviewed annually in line with the pay award for other salaried administrative staff.

Contract The job is offered on a permanent basis.

Pensions The post-holder will be entitled to join the Oxford Staff Pension Scheme.

Meals Free lunch is provided in College when on duty, when kitchens are open.
**Hours of Work**  
35 hrs per week, flexible hours maybe possible. It is recognised occasional out of hours working in the evenings and at weekends will be required and ordinarily time will be given in lieu.

**How to Apply**

Applications consisting of a covering letter and CV stating the names and postal and email addresses of two referees, together with a Recruitment Monitoring Form, should be sent by email to, the HR Manager Graham Stowell at the following address

human.resources@spc.ox.ac.uk

If candidates prefer to send their application by mail, it should be addressed to:

Graham Stowell  
HR Manager  
St Peter’s College  
New Inn Hall Street  
Oxford  
OX1 2DL.

The closing date for receipt of completed applications is 12.00 noon on Monday 12th March 2018.

Interviews will be held on the 21st – 23rd March 2018.

**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 in accordance with the principles of the Data Protection Act 1998 and the College’s Data Protection Policy and recruitment monitoring process.

St Peter’s is an equal opportunities employer.