

## **St Hugh's College, Oxford**

### **Job Description**

**Job Title:** **Communications Manager**

#### **The College:**

St Hugh's is a constituent College of the University of Oxford and was founded in 1886 by Elizabeth Wordsworth, the great niece of the poet. Using money left to her by her father, a bishop of Lincoln, she named it after one of his twelfth century predecessors, Hugh of Avalon, who was canonised in 1220, and in whose diocese Oxford had been. Elizabeth Wordsworth was a champion of the cause of women's education, and her foundation was intended to enable poorer women to gain an Oxford education. The first male Fellow was elected in 1978, and the first male undergraduates were admitted in 1986.

The College has some 420 undergraduates and around 300 graduates, a fellowship of 75, 30 college lecturers, and a non-academic staff of 90. From its beautiful site in North Oxford, the College promotes a thriving culture of research and intellectual engagement.

St Hugh's College is a self-governing institution. The ultimate authority for all decisions rests with the Principal and Fellows. The Governing Body is serviced by a structure of committees, chiefly the Academic Committee, concerned with academic policy and administration, the Finance Committee, and the Estates Committee, concerned with other aspects of the management of the College. Administration of the College is divided between the Principal (overall leadership, and operational oversight of external relationships, development and alumni matters), the Bursar (financial, domestic and commercial, internal operations) and the Senior Tutor (outreach and academic matters). Within this structure, the Communications Manager will report into the Principal's team.

#### **Overall Objectives:**

To play a pivotal role in the imaginative use of a variety of communications channels to promote the full scope of St Hugh's College's activities to a range of audiences, including: fellows and lecturers, prospective students and their families, current students, alumni, non-academic staff, prospective staff, the local community and the wider public.

#### **Key Responsibilities:**

- Developing and delivering a comprehensive communications strategy, which supports the objectives in the College's strategic framework and enhances the reputation of St Hugh's College.
- Co-ordinating all communications activity, acting as an advisor to the College community, monitoring opportunities and threats presented by a period of change in the Higher Education and wider education sectors, and evolving communications technologies, and taking action to promote the College to a range of stakeholders.
- Monitoring and measuring the results of communications activities and reporting on progress to the Principal, Governing Body, the Senior Management team and other colleagues.
- Manage the annual communications budget.

The post-holder must be able to work independently across all communications disciplines and channels, providing expert advice and support to all colleagues. They must be able to think strategically while getting the job done.

1. External Communications/Media Relations:

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- Manage all media relations for the College and the Principal, developing strong relationships with relevant media.
- Explore opportunities, identify stories and improve media coverage to strengthen the reputation of the College and its members.
- Work with the Senior Tutor and College Office to inform and improve the College's communication with prospective students including the promotion of open days and other outreach activities.
- Ensure all information relating to admissions and outreach activity is current, engaging and prioritised across our communications channels.
- Work with College members to identify potential news stories and ensure these are effectively promoted via the College website, social media, and any other relevant channels.
- Monitor media coverage and provide updates to the Principal, Governing Body, and other colleagues.
- Professionally manage all media enquiries including crisis communications.
- Provide communications advice and support to the Principal.
- Overall editorial oversight of the College's main publications, working with colleagues across the College to develop and deliver publications such as the College magazine and Chronicle.
- Ensure all communications materials have a consistent look and feel that provides clear and consistent messaging to all recipients.
- Draft high quality communications ensuring appropriate content, tone, brevity and consistency, working with colleagues across the College. Such materials will include newsletters, prospectuses, flyers, adverts, emails, reports etc.

2. Digital Communications:

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- Overall editorial oversight of the College website, leading the development of informative and engaging content across this key communications channel. Content should include images, video and audio.
- Work with key audiences and stakeholder groups to ensure that the website meets their ongoing needs.
- Keep abreast of innovations in digital technology, including accessibility requirements, and recommend appropriate enhancements to ensure the website (and other technologies) continues to evolve to meet the needs of all users.
- Use available data to evaluate the effectiveness of the website and take a proactive approach in using this data to inform future developments.
- Overall editorial management of the College's social media channels leading the development of informative and engaging content across all relevant accounts. Content should include images, video and audio.
- Ensure that social media mentions are monitored and responded to (as appropriate) including out of office hours.
- Work with the Head of IT to research, scope and deliver a College intranet.
- Build a College image and video library, including securing and briefing photographers, and ensuring College members have access to the photographs.

### 3. Internal Communications:

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- Manage the College's internal newsletter for staff, developing informative and engaging content for all internal audiences.
- Work with the Staff Committee, Senior Management team, student body, and other colleagues to review and improve the College's internal communications for all internal audiences.
- Design and develop mechanisms for the internal community to feedback opinion and ideas in a meaningful manner, ensuring analysis is made available to participants in a timely manner.

### 4. Events and Fundraising:

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- Working closely with the Director of Development, develop a communications campaign to build awareness and raise the profile of the College's fundraising campaign, ensuring campaign news and campaign appeals are effectively targeted and are promoted through all the College's media channels.
- Working with the Domestic Bursar, Director of Development and the Principal's PA, ensure that College events are supported through appropriate communication via the website, alumni communications and media channels.
- Help to shape a timetable of College events and work with others across the College as an event advisor and support in the delivery of those events.
- Routinely collect and analyse feedback on events to inform the event process and communications more widely.
- Be present at key College events to provide support to colleagues, help engage audiences and be a public face of St Hugh's College.

## Person Specification

**Previous Experience:** Experience in a previous communications role is essential.

### Essential Skills:

- Qualification to degree level or equivalent
- Public relations, communications and marketing experience
- The ability to create engaging copy for a wide range of audiences, across the full range of media
- The ability to influence, motivate and persuade at all levels
- Excellent interpersonal skills with a proven track record of developing strong and productive working relationships
- Confidence across all media, digital and traditional
- A keen understanding of the media, able to manage proactive media relations, as well as respond calmly and professionally in crisis or emergency situations
- Vision, creativity, confidence and commitment to the College and its strategic objectives
- Highly literate and numerate, with strong appropriate IT skills

- Ability to develop strategic and tactical plans, manage budgets, and inspire and engage colleagues in marketing and communications activity
- Ability to balance a busy workload, prioritise work and deliver to deadlines
- Effective problem solver and flexible team player, with the ability to plan ahead
- Flexibility and a desire to make an active contribution to the wider life of the College by attending events and participating in College activities
- Experience in event design and management

**Desirable Skills:**

- Professional communications and marketing qualification e.g. Chartered Institute of Marketing or Chartered Institute of Public Relations
- Knowledge of, and an understanding of, the higher education or education sector
- Experience of content management systems
- Project management skills
- Photography skills

**Terms and Conditions:**

- Fixed term, three month contract
- Salary £24,999-£27,553 per annum (pro rata)
- 22.5 hours per week flexible working over three days per week.
- Free lunch at all times of the year when College meals are available.