<table>
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<tr>
<th><strong>Job Title</strong></th>
<th>Head of Communications</th>
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<td><strong>Line Manager</strong></td>
<td>The Principal</td>
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<tr>
<td><strong>Grade</strong></td>
<td>Grade 8</td>
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<td><strong>Salary</strong></td>
<td>£43,414 - £51,805 on the current University PayScale (<a href="http://finance.admin.ox.ac.uk/salary-scales">http://finance.admin.ox.ac.uk/salary-scales</a>)</td>
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<td><strong>Main purpose of role</strong></td>
<td>To enhance and promote the image of the College by leading the development, management, and implementation of the College’s internal and external communications activities, including the creation of appropriate content. These activities include, but are not limited to, marketing initiatives; PR and media activities; and website and social media management.</td>
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<td><strong>Contract</strong></td>
<td>Full time - 35 hours per week</td>
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<td><strong>Summary of responsibilities and duties</strong></td>
<td>• To drive and develop communication and marketing strategies and campaigns to raise and enhance the profile of the College&lt;br&gt;• To deliver multi-channel campaigns utilising both traditional and digital media&lt;br&gt;• To develop and expand the College’s social networking sites, such as Facebook, LinkedIn, Instagram, and Twitter&lt;br&gt;• To hold editorial responsibility for the College’s website, ensuring that it is maintained and regularly updated with information and engaging content&lt;br&gt;• To create, write, and manage content for both internal and external audiences. In particular, to write news stories that showcase the College’s excellence in teaching and research and to report on its academic achievements&lt;br&gt;• To advise on, and create, College publications&lt;br&gt;• To work with other College departments, particularly the Development Team, in advising on, and supporting the production of internal and external printed and online materials&lt;br&gt;• To build and manage strategic relationships and partnerships with external agencies and media contacts&lt;br&gt;• To identify and test campaigns within core marketing channels&lt;br&gt;• To track and analyse website and social media traffic&lt;br&gt;• To manage communication and marketing budgets, ensuring maximum returns on expenditure&lt;br&gt;• To work closely with the Principal, and other Fellows and managers, to ensure that any Public Relations issues are dealt with promptly and effectively by the College&lt;br&gt;• To develop strong and effective links with the University of Oxford’s press and external relations teams&lt;br&gt;• To fulfil other duties as might be reasonably requested by the College</td>
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To manage the work of any subordinate members of staff

| Key Relationships | • The Principal  
|                  | • Members of Governing Body  
|                  | • College Officers and managers  
|                  | • Communications Fellow  
|                  | • The Events Team  
|                  | • The Development Team |

Person Specification:

Key Requirements

• Significant professional experience in communications and marketing roles
• Proven experience of delivering multi-channel communications strategies and plans
• Hands-on experience of delivering marketing campaigns including digital and social media activity
• Experience of managing budgets and delivering marketing returns on investments
• Experience of managing multiple stakeholders including internal and external partners and providers

• Good knowledge of, and interest in, the Higher Education sector
• Proven ability to create appealing media content
• Experience of web analytics and knowledge of search engine optimisation (SEO) tactics
• Strong Microsoft Office skills

• Degree level education and/or equivalent work experience

Personal Attributes

• High levels of creativity and imagination
• Excellent verbal and written communication skills
• Excellent attention to detail
• Effective influencing skills
• Inquisitive and solution-focused
• Able to work independently and lead strategic initiatives
• Proven analytical skills
• Persistence and flexibility

Desirable

• A background of marketing and communications within the Higher Education sector
• Confident in taking on a leadership role
• Practical knowledge of desktop publishing applications