



<b>Job Title</b>	<b>Head of Communications</b>
<b>Line Manager</b>	The College Principal
<b>Salary / Grade</b>	£49,119 - £58,265 equivalent to Grade 8 on the current University salary scale - <a href="http://finance.admin.ox.ac.uk/salary-scales">http://finance.admin.ox.ac.uk/salary-scales</a>  Placement within the scales is dependent on relevant experience and qualifications.
<b>Main purpose of role</b>	To enhance and promote the image of the College by leading the conception, development and implementation of the College's internal and external communications activities, including the creation of 'on brand' content. These activities include, but are not limited to, marketing initiatives; PR and media activities; internal communications; and website and social media management.
<b>Contract</b>	Full time (35 hours per week), permanent, based on-site at the College.  Occasional out of hours working, including evenings and weekends, will be required to fulfil the requirements of this post.
<b>Summary of responsibilities and duties</b>	<ul style="list-style-type: none"> <li>• To provide professional expertise on communications and media relations, and to act as the College's brand 'guardian'.</li> <li>• To develop and implement communication and marketing strategies to showcase and enhance the profile of the College and the College's diverse and inclusive community.</li> <li>• To create and implement comprehensive and consistent communications and marketing campaigns in line with the College's current strategic plan and the associated implementation plan: <a href="https://www.st-hildas.ox.ac.uk/asset/sh-strategy-document-24-29.pdf">https://www.st-hildas.ox.ac.uk/asset/sh-strategy-document-24-29.pdf</a>.</li> <li>• To create and co-ordinate high-quality and effective content for both internal and external audiences aligned to the College's values and key messages and ensuring consistency in style, tone and messaging.</li> <li>• To deliver engaging and imaginative, multi-channel campaigns utilising both traditional and digital media.</li> <li>• To develop and expand the College's presence on appropriate social networking sites e.g. LinkedIn, Instagram etc. creating informative and 'on brand' content. And, ensuring that social media mentions are monitored and responded to appropriately.</li> <li>• To have editorial responsibility for the College's website and ensure that all information is current, timely, engaging and consistent.</li> <li>• To work with internal and external stakeholders to ensure that the College's website meets its users' needs.</li> <li>• To manage the relationship with the College's website host.</li> </ul>

	<ul style="list-style-type: none"> <li>• To keep abreast of innovations in digital technology to ensure that the College website and digital presence remains fit for purpose as technology advances and users' needs change.</li> <li>• To track and evaluate website and social media traffic, implementing improvement solutions for greater engagement.</li> <li>• To be present at key College events to support colleagues and to be a public face of the College.</li> <li>• To build strong professional relationships within the wider College community.</li> <li>• To write and distribute news stories that showcase the College's excellence in teaching and research and celebrate wider achievements within the College community, including a fortnightly College newsletter.</li> <li>• To work with other College teams, in particular the Development Team and the Academic Office, to support the production of internal and external printed and online materials that are 'on brand' (e.g. Annual Donor Impact Report).</li> <li>• To manage all media enquiries on behalf on the College.</li> <li>• 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.</li> <li>• To build and manage strategic relationships and partnerships with the University, external agencies and media contacts.</li> <li>• To manage communication and marketing budgets, ensuring maximum returns on expenditure.</li> <li>• To develop strong and effective links with the University of Oxford's press and external relations teams.</li> <li>• To fulfil other duties as might be reasonably requested by the College.</li> </ul>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>• The Principal (line manager)</li> <li>• Members of Governing Body</li> <li>• College Officers and managers</li> <li>• The Events Team</li> <li>• The Development Team</li> <li>• The Academic Office</li> <li>• The Research Committee</li> </ul>

#### Person Specification:

##### Key Requirements

- Significant professional experience in communications and marketing roles.
- Proven experience of conceiving and delivering successful multi-channel communications strategies and plans, and managing an organisation's social media activity.
- Professional experience of working with the media and managing media relations.
- 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.
- 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

- Excellent writing skills, including a high level of accuracy and attention to detail.

- The ability to create appealing and engaging content tailored to specific audiences.
- High levels of creativity and imagination.
- Excellent interpersonal skills and able to build strong, professional relationships.
- 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.
- Confidence in taking on a leadership role.
- Practical knowledge of desktop publishing applications.

#### **College Benefits**

- Salary: £49,119 - £58,265 per annum - equivalent to University of Oxford Grade 8. Placement within the scales is dependent on relevant experience and qualifications.
- Contract: Permanent, full-time post (35 hours per week) based on-site at the College in Cowley Place, Oxford. Please note that occasional out of hours and weekend working will be required to fulfil the requirements of the post.
- Annual leave: 38 days per year, including public holidays. Please note that the College reserves the right to require staff to work any or all of bank holidays that fall in Full Term.
- Membership of generous contributory pension scheme (USS).
- Membership of the College's Senior Common Room (SCR).
- Lunch is provided free of charge when on duty, provided that the College kitchen is open, including Guest Nights.
- Additional College benefits include: An Employee Assistance Programme; a private medical and dental Scheme (the College participates in a private medical and dental insurance scheme which enables staff to take advantage of group subscription rates); discounted travel on buses and trains through an interest-free season ticket loan; a Cycle to Work scheme; eye tests and discounted lenses or frames; and use of the College's on-site gym.
- Probationary period: 6 months.
- Notice period: 3 months; 1 month during probationary period.

**Updated September 2025**