



Communications Officer Further Particulars

Job Title:	Communications Officer
Hours:	1 FTE (37.5 hours per week)
Grade/Salary:	Grade 6 (£32,332-£38,205)
Contract type:	Fixed-term 2 years: probation period of 6 months
Responsible to:	Director of Governance & Projects

Harris Manchester College

Harris Manchester is a college of the University of Oxford, with a radical tradition which it continues in the present day. Originally founded in 1786 in Manchester as a dissenting academy, it came to Oxford in 1889, and became a college of the University in 1996, changing its name from Manchester College to Harris Manchester College at that time. From the start, the College was distinctive in offering higher education to those who were excluded from the established English universities (at that time restricted to Anglicans). Women were admitted from 1876, with the result that the College was uniquely coeducational on its arrival in Oxford.

Harris Manchester continues its tradition of radical inclusion today through a unique mission: it is the only college in the University of Oxford dedicated exclusively to admitting and supporting mature students (aged 21 years or over) at both undergraduate and postgraduate level. The College is committed to breaking down the barrier of age in higher education. It provides a friendly, welcoming atmosphere and inclusive ethos, and pursues the highest standard of academic teaching, learning, and research in an environment which is fully supportive of Fellows, staff and students.

There are approximately 250 undergraduate and postgraduate students altogether, studying a wide range of subjects in the Humanities, Social Sciences, Engineering and Medical Sciences.

For further information on Harris Manchester, please visit the College website at <http://www.hmc.ox.ac.uk>.

Overview of the Post

Harris Manchester is seeking an individual with professional communications experience, excellent attention-to-detail, and a proactive and independent working approach for the post of Communications Officer. The postholder will be expected to use creativity and technical expertise and to work with colleagues, students and others to develop innovative and engaging approaches to communications, which will enable the College to project its mission to external audiences over the next two years (the period for which the post is supported by fixed-term funding) and beyond.

This post provides an opportunity for an individual to gain experience of wide-ranging and collaborative communications work in the context of a small and close-knit Oxford college. It may be a suitable secondment opportunity for candidates working in the wider University of Oxford and seeking experience of working in a College environment.

The College's communications activity is under the strategic oversight of the Director of Governance & Projects, and coordinated through a Communications Group. This group consists of members of staff drawn from areas with a specific dependence on the Communications function (e.g. admissions, development and alumni relations, conference and commercial activities).

Dynamic communications activity is a core element of the College's institutional strategy and its future success. Harris Manchester is one of the less well-known among Oxford's colleges, and has a dispersed, mature applicant base which usually cannot be targeted through schools or colleges. Strategic priorities for effective communications include:

- Promoting the College's unique institutional mission in mature education, both within the University and more widely;
- Raising the College's profile among prospective applicants specifically;
- Supporting the development of a vibrant alumni network, and ongoing relations with the College's donors and supporters;
- Promoting the College as a commercial venue for, e.g., conferences, bed and breakfast, weddings.

The role will involve extensive collaboration with fellows, staff and students across the College. The postholder will work particularly closely with the Principal (who has overall institutional oversight and responsibility for external relations), the Director of Governance & Projects, the Personal Assistant to the Principal, and the other members of the Communications Group.

Key Responsibilities

- **Ongoing content development for the College website**

Monitoring, updating and improving the content (visual and written) of the College website on an ongoing basis, to ensure CMA and GDPR compliance, accessibility, and consistency. Regular updates will include creation of news and event articles and staff profiles. Establishing a rolling annual cycle of updates and enhancements in liaison with the relevant colleagues. Preparation of written copy. Liaison with SOCIT (Shared Oxford Colleges IT), which is responsible for website infrastructure and security. Using analytics and other tools regularly to evaluate the effectiveness of web content.

- **Building up the College's social media presence**

Developing an ongoing social media plan for the effective integration of the different feeds with the College's strategic priorities and annual calendar. This includes collaborative working to coordinate the College's accounts for Instagram (directly managed by the Communications Officer), Twitter (co-managed with the PA to the Principal) and LinkedIn (managed by the Development Manager). Sourcing ideas and content for regular posts in collaboration with colleagues, students and the wider community. Using analytics and other tools regularly to evaluate the effectiveness of social media strategies.

- **Coordinating College publications**

Preparing this electronic, twice-termly publication for the College community, including: sourcing content, developing a consistent visual template, preparing drafts for editorial review by the Director of Governance & Projects and Principal's PA. Project managing the annual design and (digital and in-print) publication of the *College Record*.

- **Supporting the College's Communications Group**

Facilitating (scheduling, notetaking, working with group members to follow up on actions arising) the twice-termly Communications Group meetings. Working with the group in the development and implementation of effective communications strategies, and training of colleagues to promote best practice. Working with individual members on an ongoing basis to provide communications support for their areas of responsibility. Engaging actively with the wider network of College Communications Officers and the University's Public Affairs Directorate, and sharing expertise and insights with College colleagues.

- **Communications projects**

Taking a lead on distinct communications projects which may arise from time to time. Ongoing or upcoming projects include: systematic work to ensure best practice on making electronic communications accessible to people with disabilities; embedding use of the recently-updated College logo and associated visual identity among colleagues across the College; further developing a shared photo library in ways which are GDPR- and copyright-compliant; project-managing the creation of the first edition of the *College Record*, to serve as a template for future editions.

- **Support for major public events**

With the approval of the line manager, working with the PA to the Principal to support the 'audience-facing' aspects of major College events for the public, including publicity and booking

management. Attending events to welcome visitors, to take photographs or to support livestreaming as appropriate: this may require occasional evening or weekend working, for which working hours may be adjusted by agreement with the line manager.

- **Other duties**

Proactively engaging with colleagues and other members of the College community to source news and other material, and to promote the availability of support with external communications. This may include attendance at College meals which provides an opportunity to regularly engage with a range of colleagues. Undertaking opportunities for professional development and training. Any other duties appropriate to the scope and seniority of the post, as determined by the Director of Governance & Projects.

Person Specification

Essential	Desirable
Qualifications:	
	An undergraduate degree, or equivalent experience.
Experience and knowledge:	
Experience in a communications, marketing or external relations role, including use and development of digital media.	Experience of work in a Higher Education setting.
A strong working knowledge of the requirements of the General Data Protection Regulation and the Competition and Markets Authority.	Experience of using web analytics tools.
Experience of developing digital and visual content, including design of online layouts and graphics.	Experience of using MS Publisher or similar software, with specific experience in design layout, video and audio editing.
Professional experience of developing and maintaining social media channels, including targeting content and evaluating effectiveness.	
Demonstrable experience of successful collaborative working, including an open and flexible approach to suit the ever-changing demands and priorities of a small organisation.	
Skills:	
Advanced literacy, including the ability to write fluently and accurately, and to adopt an appropriate tone for different audiences.	Experience of using the Oxford Mosaic platform.
Excellent interpersonal skills, including a high level of discretion when dealing with sensitive and confidential information, and a strong awareness of how to deal appropriately with contacts external to the College.	
Strong organisational skills, including the ability to manage competing deadlines and to maintain scrupulous attention to detail.	

A proactive and can-do attitude, with the ability to take the initiative in undertaking work independently of direct supervision, with an appropriate sense of when to consult colleagues or refer to management.	
Excellent IT skills, including a high level of competence in email, internet, word-processing and spreadsheets, as well as experience of Content Management Systems.	
Ability to explain best practice, provide guidance and make and justify recommendations to either non-technical or technical audiences as necessary, using context-appropriate terms and detail to communicate efficiently and persuasively.	
Demonstrable commitment to proactive development of skills, knowledge and experience in support of the role.	

Appointment Procedure

To apply please submit a CV (maximum 3 sides of A4) and a covering letter which details how your skills, experience and qualifications meet the criteria for the post. Please also provide the details of two referees, which may be taken up after interview.

The above should be submitted by email to Kate Wilson (kate.wilson@hmc.ox.ac.uk) by the application deadline of **noon on Monday, 11 September 2023**.

Benefits and conditions

1. Salary in the range of £32,332-£38,205 (Grade 6 on the University of Oxford salary scale).
2. Working hours are 37.5 hours per week, with standard hours being worked Monday to Friday. The post-holder will need to have a flexible approach to working hours during busy periods and occasional evening and weekend working may be required, for which working hours may be adjusted by agreement.
3. Free meals when on duty and when the kitchen is open.
4. Pension: You will have the option of joining a contributory staff pension scheme (Pensions Trust).
5. Annual leave: 30 days plus bank holidays, normally to include the days when the College is closed at Christmas and Easter, the remainder to be taken at a mutually agreed time, but normally outside of term.

Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the College's data protection policy here [harris-manchester-college-policy-data-protectionpdf \(ox.ac.uk\)](#).

Equal Opportunity

Harris Manchester College is an Equal Opportunities Employer. Conduct against fellow employees and College members which is offensive, or detrimental to them on grounds of age, colour, disability, ethnic origin, marital status, nationality, national origin, parental status, race, religion or belief, gender, or sexual orientation will not be tolerated.

Right to work in the UK

The appointment will be subject to the satisfactory completion of provision of proof of the right to work in the UK