Harris Manchester College
Digital Communications Officer
Further Particulars

**Job Title:** Digital Communications Officer

**Hours:** 1 FTE (37.5 hours per week)

**Grade/Salary:** Grade 6 (£29,614-£35,326)

**Contract type:** Fixed-term 3 years: probation period of 6 months

**Responsible to:** Director of Governance & Projects

**Harris Manchester College**

Harris Manchester College is a college of the University of Oxford. Originally founded in Manchester as a dissenting academy in 1786, 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. It has a friendly, welcoming atmosphere and inclusive ethos, and strives for the highest standard of academic teaching, learning, and research while also seeking to be a fully supportive community for all its members. The College is unique in that it admits only mature students over the age of 21, which gives it a special place within the University. The College has approximately 250 undergraduate and postgraduate students combined, studying a wide range of subjects in the Humanities, Social Sciences, Engineering and Medical Sciences. There are around 30 Fellows who comprise the Governing Body of the College. In addition there are further teaching and research staff, and support staff in a variety of professional, administrative, and domestic roles. Like all colleges of the university it is a self-governing institution. For further information please visit the college website at [http://www.hmc.ox.ac.uk](http://www.hmc.ox.ac.uk)

**Overview of the Post**

This is a new, fixed-term post, providing an opportunity for an individual with relevant experience to work collaboratively within a small and close-knit Oxford college. The postholder will be expected to use creativity and technical expertise and to work with
colleagues, students and others in the development of innovative and engaging approaches to projecting the College’s mission for external audiences.

The College’s communications activity is under the strategic oversight of the Director of Governance & Projects, and coordinated through a Communications Group of members of staff with functions especially including external points of communication (e.g. admissions, development and alumni relations, conference and commercial activities) who retain ownership over communications relating to their areas.

The College is at present developing an institutional strategy, of which communications will be a core component. 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 and a wider public (bearing in mind that mature applicants often cannot be targeted through schools or colleges);
- 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**
  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 monitoring and development of news and event articles and staff profiles. Establishing a rolling annual sequence of updates and enhancements in liaison with the relevant colleagues. Preparation of written copy. Liaison with the IT Office, which is responsible for website infrastructure and security. Using analytics and other tools regularly to evaluate the effectiveness of web content.

- **Maintaining the College’s social media presence**
  Responsibility for managing the College’s Twitter, Instagram, YouTube and LinkedIn accounts. Sourcing ideas and content for regular posts in collaboration with colleagues, students and the wider community. Developing an ongoing social media plan for the effective integration of the different
feeds with the College’s strategic priorities and annual calendar. Using analytics and other tools regularly to evaluate the effectiveness of social media strategies.

- **Coordinating the College Newsletter**
  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. Supporting the Development and Alumni Relations Manager with preparing the alumni edition.

- **Supporting the College’s Communications Group**
  Service (notetaking, working with group members to follow up on actions arising) of twice-termly 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**
  Upcoming projects on which the postholder would be expected to take a lead include: systematic work to ensure best practice on making electronic communications accessible to people with disabilities; development of a new College logo and consistent design templates for digital and physical stationery and publications; developing a shared photo library which is GDPR- and copyright-compliant; consultations with current students and alumni to evaluate and improve communications activity.

- **Other duties**
  Supporting talks by guest speakers and other College events, especially where there is a live-streamed component: this may require occasional evening or weekend working. Arranging for the design and publication of the College Record (annual, digital and in-print publication). Proactively 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**

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<th>Essential</th>
<th>Desirable</th>
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<td><strong>Qualifications:</strong></td>
<td>An undergraduate degree, or equivalent experience.</td>
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<td><strong>Experience and knowledge:</strong></td>
<td>Experience of work in a Higher Education setting.</td>
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<td>Experience in a communications, marketing or external relations role, including use and development of digital media.</td>
<td>Experience of using web analytics tools.</td>
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<td>A strong working knowledge of the requirements of the General Data Protection Regulation and the Competition and Markets Authority.</td>
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<td>Experience of developing digital and visual content, including design of online layouts and graphics.</td>
<td>Experience of using MS Publisher or similar software, with specific experience in design layout, video and audio editing.</td>
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<td>Professional experience of developing and maintaining social media channels, including targeting content and evaluating effectiveness.</td>
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<td>Demonstrable experience of successful collaborative working, including an open and flexible approach to suit the ever-changing demands and priorities of a small organisation.</td>
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**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 work to resolve problems independently of direct supervision. |  |
| 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, 5 September 2022**.
Benefits and conditions

1. Salary in the range of £29,614-£35,326 (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 weekend working may be required for which time off in lieu will be granted.
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