



### **Job description and selection criteria**

<b>Job title</b>	<b>Press and Communications Officer</b>
<b>Division</b>	<b>Social Sciences</b>
<b>Department</b>	<b>Saïd Business School</b>
<b>Location</b>	<b>Park End Street, Oxford and Egrove Park, Kennington</b>
<b>Grade and Salary</b>	<b>Grade 6: £26,527 to £31,644 (with discretionary range to £34,565)</b>
<b>Hours</b>	<b>Full Time. 37.5 per week</b>
<b>Contract type</b>	<b>Permanent</b>
<b>Reporting to</b>	<b>Director of Marketing</b>

### **Introduction**

#### **The University**

The University of Oxford is a complex and stimulating organisation, which enjoys an international reputation as a world-class centre of excellence in research and teaching. It employs over 10,000 staff and has a student population of over 22,000.

Most staff are directly appointed and managed by one of the University's 130 departments or other units within a highly devolved operational structure - this includes over 6,500 'academic-related' staff (postgraduate research, computing, senior library, and administrative staff) and over 2,700 'support' staff (including clerical, library, technical, and manual staff). There are also over 1,600 academic staff (professors, readers, lecturers), whose appointments are in the main overseen by a combination of broader divisional and local faculty board/departmental structures. Academics are generally all also employed by one of the 38 constituent colleges of the University as well as by the central University itself.

Our annual income in 2011/12 was £1,016.1m. Oxford is one of Europe's most innovative and entrepreneurial universities: income from external research contracts exceeds £409m p.a., and more than 80 spin-off companies have been created.

For more information please visit [www.ox.ac.uk/staff/about\\_the\\_university.html](http://www.ox.ac.uk/staff/about_the_university.html)

#### **Saïd Business School**

The Saïd Business School is a department of the University and provides a range of business courses. At undergraduate level it offers a three-year BA in Economics and Management and a four-year Masters in Engineering, Economics and Management and in Materials, Economics and Management. Its Masters-level portfolio includes the one-year MBA, an Executive MBA, taught over two years on a part-time basis, the Masters in Major

Programme Management and two programmes taught jointly with other departments: the Masters in Financial Economics and the Masters in Law & Finance. In addition it offers a range of post-graduate Diplomas and open executive education programmes. A wholly-owned subsidiary company (Oxford Saïd Business School Limited) runs a number of customised executive education programmes, many delivered in other countries. Originally founded in 1990, the School is rapidly establishing itself as one of the world's leading centres for management education. Intellectually rigorous, it addresses issues that are of direct concern to businesses and policy makers. The School is also a world-leading centre for business-related research, including specialisations on strategy and entrepreneurship, operations management, finance, accounting and marketing.

For more information please visit <http://www.sbs.ox.ac.uk>

## **Social Sciences Division**

The School is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses.

For more information please visit <http://www.socsci.ox.ac.uk/>

## **Job description**

### **Overview of the role**

The main purpose of the role is to contribute to the development and implementation of a media and communications strategy that will:

- enhance the profile, reputation and positive opinion of the Business School on both a national and international level with key targets audiences
- build relationships with key media by positioning the School as an expert commentator on topical and business education issues
- maximise the value of our PR/media activity by creating preference amongst the media community
- increase our share of voice in key media (print, broadcast, online and social)

The Press Officer will act as a key point of contact for journalists, media professionals and other public relations stakeholders and will proactively foster relationships which will support the achievement of the School's PR/media objectives. The post holder will also provide professional advice, support and training to faculty and staff engaging with the media. They will also be responsible for generating content for the website.

The Press Officer will work with a number of internal and external stakeholders and will have the capability to build effective, open communications with a diverse range of contributors including faculty, associate fellows; corporate partners such as sponsors and clients, freelancers and agencies employed to assist in the School's PR activities, our programme participants and alumni.

## Responsibilities/duties

- Support and assist the Senior Press and Communications Manager in the preparation and implementation of the annual press plan across all media (print, online, broadcast and social) to encompass:
  - Profile building activities for the Dean and the senior management team.
  - Research output from faculty to generate comment and article opportunities
  - Identification of issues and themes relating to specific programmes on which the School can comment and pitch stories
  - Support our student/participant recruitment efforts for the suite of programmes offered, activities to coincide with recruitment fairs and information events.
  - Events and conferences.
- Proactively promote the full range of activities of the School with relevant local, national and internationally media. This will include identifying, researching, writing and distributing news releases, placing exclusives, promoting academic experts, arranging and briefing for interviews, handling journalist visits and occasionally arranging press conferences.
- Develop messages, oversee, write and edit a wide range of content including press releases, pitches, web news stories and content, summaries of research output, supporting documentation for media, Q&As and statements as required, identifying the pertinent points and communicating this effectively.
- Support the social media strategy with new content on the various social media channels.
- Encourage faculty, Associate Fellows, administrators, programme participants, alumni and others to engage with the media on the Schools behalf and provide crisis communications advice and support where required.
- Proactively monitor and provide regular analysis of media coverage and report progress against objectives with full and usable data to inform decision-making.
- Respond to the wide range of journalistic enquiries received, within deadline
- Draft a range of internal communications materials and review the various internal communications outputs in the School and assist the Senior Press and Communications Manager in the preparation of an annual communications plan.
- Contribute to the smooth running of the press and communications office and developing the administrative systems which underpin the teams work. Regularly reviewing the press and PR processes and where appropriate developing new systems.
- Occasional evening and weekend work will be required to attend School events and host press visitors. In addition, as and when required, represent the School at external press and communications meetings and other events and forums in the UK or overseas
- Responsible for the line management and the professional development of the press administrator including objective setting, performance review and appraisal. Plus other interim staff.
- Brief, support and monitor the PR agencies engaged to represent the School in the various overseas territories.

- Monitor budgets; raising PO's and facilitating the payment of invoices.
- Contribute creatively and proactively to the effective customer service ethos of the School.
- Undertake any other duties and responsibilities commensurate with the grade of the post and as directed by the Director of Marketing.

## **Selection Criteria**

### **Essential**

- Excellent communication skills in English are essential including; first-rate written and oral communication skills; first-rate grammar, spelling and general accuracy. An accomplished copywriter with proven expertise and success in producing statements, news releases and articles to deadline for a range of audiences. It is essential that h/she will be able make presentations about, and stimulate interest in, key aspects of the Schools remit - its programmes, faculty, research agenda, events, students, alumni and general activities. The post holder will have a confident, articulate and credible style of delivery.
- Experience of working in a demanding press office role with the ability to investigate issues, weigh evidence and think logically. The ability to assimilate complex information and ideas quickly and make them accessible for a wider audience. Ability to deal with complex issues and to act as spokesperson for the School in this regard.
- Experience of project management with the ability to; work effectively and flexibly under pressure, to tight deadlines to achieve the desired outcome. Good organisational skills, in particular the ability to hit deadlines and project targets and forward plan. Resilient, calm and effective under pressure, including the ability to work in a busy open-plan office and deal with interruptions and conflicting priorities, to deadline.
- Good knowledge of print, broadcast, online and social media internationally and outstanding news judgment; able to direct work to support the Schools strategy.
- Evidence of strong intellect and high-level research and analytical skills, as demonstrated by either strong educational qualifications or equivalent professional or life experience. Fast learner and worker, with strong accuracy and a retentive memory.
- Extensive familiarity with and skills in IT and technology. In addition to evidence of using the internet, email, Word and common MS Office applications on a daily basis, evidence of mastering and regularly using additional technology/IT, such as content management systems, databases and image editing software .
- Ability to manage others and relationships, particularly to ensure that projects are adequately resourced, work delegated appropriately and deadlines are met. Be results driven and willing to take responsibility for achieving specific objectives.
- Excellent interpersonal skills including highly developed tact, diplomacy and confidentiality and the ability to inspire the confidence of senior executives. Ability to develop and maintain excellent relationships with journalists, academics, corporate partners, students and alumni and others.

- Ability to provide professional support to other members of the Press and Communications Office and the wider School.
- A flexible approach to taking on duties and a willingness to work evenings and weekends where necessary, including hosting journalists at the School's events.

### **Desirable**

- An understanding and interest in business, in both practice and policy terms. It would be advantageous to have a business qualification or experience of the work of a business school.

## **General Conditions**

The appointment will be on Grade 6 and the starting salary of the successful candidate will be fixed according to experience. The appointment will be subject to a 12 month probationary period. This is a full-time post equivalent to 37.5 hours per week, the actual distribution of those hours to be agreed. The appointment of the nominated candidate will be subject to the satisfactory completion of a medical questionnaire.

The post holder will be entitled to 38 days holiday pro rata (inclusive of public holidays), three of which are to be taken at Christmas when the Business School is closed.

The policy and practice of the University of Oxford require that all staff are afforded equal opportunities within employment and that entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. Subject to statutory provisions, no applicant or member of staff will be treated less favourably than another because of his or her sex, marital status, sexual orientation, racial group, disability or age.

All data supplied by applicants will be used only for the purposes of determining their suitability for the post and will be held in accordance with the principles of the Data Protection Act 1998 and the University's Data Protection Policy.

Applicants should have evidence of their eligibility to work in the UK. This post does not meet the minimum requirements for work permit employment; we can therefore only accept applications from those who can prove their eligibility to work in the UK.

## **Working at the University of Oxford**

For further information about working at Oxford, please see:

[www.ox.ac.uk/about\\_the\\_university/jobs/professionalandmanagement/](http://www.ox.ac.uk/about_the_university/jobs/professionalandmanagement/)

## **How to apply**

If you consider that you meet the selection criteria, click on the **Apply Now** button on the 'Job Details' page and follow the on-screen instructions to register as a user. You will then be required to complete a number of screens with your application details, relating to your skills and experience. When prompted, please provide details of two referees and indicate

whether we can contact them at this stage. You will also be required to upload a CV and supporting statement which explains how you meet the selection criteria for the post. The supporting statement should explain your relevant experience which may have been gained in employment, education, or you may have taken time away from these activities in order to raise a family, care for a dependant, or travel for example. Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria outlined above and we are happy to consider evidence of transferable skills or experience which you may have gained outside the context of paid employment or education.

Please save all uploaded documents to show your name and the document type.

All applications must be received by **midday** on the closing date stated in the online advertisement.

#### **Information for Priority Candidates**

*A priority candidate is a University employee who is seeking redeployment owing to the fact that he or she has been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing departments and this letter **must** be attached to any application they submit.*

**The priority application date for this post is 12 noon on Thursday 30<sup>th</sup> January 2013.**

**Full details of the priority application process are available at:**

**[www.admin.ox.ac.uk/personnel/end/red/redproc/prioritycandidate](http://www.admin.ox.ac.uk/personnel/end/red/redproc/prioritycandidate)**

Should you experience any difficulties using the online application system, please email [recruitment.support@admin.ox.ac.uk](mailto:recruitment.support@admin.ox.ac.uk)

To return to the online application at any stage, please click on the following link [www.recruit.ox.ac.uk](http://www.recruit.ox.ac.uk)

Please note that you will be notified of the progress of your application by automatic e-mails from our e-recruitment system. **Please check your spam/junk mail** regularly to ensure that you receive all e-mails.