
BLAVATNIK SCHOOL OF GOVERNMENT

Job title	Communications Manager (What Works Hub for Global Education)
Division	Social Sciences
Department	Blavatnik School of Government
Location	Radcliffe Observatory Quarter, Woodstock Road, Oxford, OX2 6GG
Grade and salary	Grade 7: £36,024 - £44,263 (with a discretionary range to £48,350, dependant on experience) per annum
Hours	Full-time (we would welcome applications of a minimum of 0.8 FTE) The expectation will be that the post holder will spend 60% of their working hours on-site at the School.
Contract type	Fixed-term until 31 August 2027
Reporting to	Executive Director (What Works Hub for Global Education)
Vacancy reference	169385
Closing date	12 noon (UK time) on Monday 27 November 2023

The role

The Blavatnik School of Government is looking for a highly experienced, strategic communications professional to lead a fast-paced role at the heart of a new £30m six-year global research and policy effort. This is an excellent opportunity to shape the impact of a multi-year, complex and potentially highly impactful development programme from its start, working across a network of communications professionals.

The What Works Hub on Global Education (WWHGE) at the Blavatnik School of Government aims to dramatically improve learning outcomes for children in developing countries by generating new evidence on the “implementation science” of how to deliver what works in education at scale, with governments, and across contexts. The WWHGE will work with policymakers and NGOs directly to ensure evidence is translated into improved learning outcomes in practice. It is an unusual collaboration of excellent and highly committed academics; developing country governments who are keen to champion improvements domestically; grassroots

organisations who both deliver education and advocate for change; and the international education community, from UN agencies to the World Bank. We will also work very closely with our funder, the UK's Foreign, Commonwealth and Development Office (FCDO) and a range of strategic partners around the world.

As a hub that aims to connect partners, work, and understanding across the world, communications will be pivotal to the success of the WWHGE; the Communications Manager will help to directly deliver our mission through strategic media planning globally for a large consortium and its partners globally, and creative storytelling.

The Communications Manager will develop and implement a communications strategy, creating opportunities to influence in markets around the world. They will be able to promote the WWHGE's thinking, evidence and stories to a broad audience, including policymakers worldwide; working strategically with partners to ensure those opportunities are taken advantage of such that the WWHGE is quickly known as the go-to place for excellence on learning outcomes.

In addition, the postholder will have editorial control of the WWHGE website; lead on strategic moments for dissemination of messages and analysis developed both by the WWHGE, its partners and the wider education community; leverage the WWHGE's strategic partners' assets to maximise coverage; work with partners to support communications efforts in country and across regions; and lead on branding. They will also lead on the production process for reports, in conjunction with a Communications Officer and in partnership with the Senior Research Manager.

The successful candidate will be a gifted storyteller, able to creatively communicate the extraordinary and innovative work of the WWHGE. They will have excellent strategic and interpersonal skills, experience of working with partners globally, experience of writing articles and copy for websites, and demonstrable editorial judgement. They should be a self-starter, with experience of working in fast-moving and demanding environments, and a proven ability to work in a collaborative manner. Strong project management and proven delivery skills, along with relevant work experience and demonstrable experience using social media in a professional communications capacity, are essential.

Please note that the availability to work flexibly, including outside normal office hours and at weekends on occasions, may be required for this role.

Responsibilities

- Devising an innovative, exciting and effective communications and branding strategy for the WWHGE – and working collaboratively with partners to do so.
- Leading the implementation of that global strategy to deliver the WWHGE's communications and outreach needs.
- Engage with partners (both WWHGE partners and strategic partners) to ensure that messaging and communications commodities on learning outcomes are maximised for impact.
- Develop mission statements, target audiences, objectives and content pillars for each social media channel (Instagram, Facebook, Twitter, LinkedIn, and YouTube). (NB: YouTube is managed by the School's Digital and Multimedia Manager.).
- Work with others in the team to develop smart political positioning and messaging in the UK and global markets.
- Managing each social media channel and:

- working with colleagues to ensure there is a thoughtful flow of creative and stimulating micro-content that covers all content pillars and meets channel objectives;
- keeping our social media footprint under review, regularly assessing and evaluating technological innovations, trends and emerging channels, and undertaking regular competitor analysis.
- Oversee the Communications Officer and work with the School's events team to deliver events, including an annual conference.
- Working closely with the Evidence Curation and Translation team, turn research and analysis into messages and stories that will have cut through.
- Regularly monitor and report on performance and analytics, using this evidence to adjust and modify output as necessary.
- Write, commission and manage web copy; organise webinars; draft op eds and work with editors to produce or manage the production of video content.
- Lead on the production process for reports, in conjunction with the Communications Officer and in partnership with the Senior Research Manager. Managing external agencies to copy edit, type set etc.
- Work collaboratively with the School's External Relations team.
- Manage the Communications Officer and potentially a wider team, as fundraising efforts progress.

Selection criteria

Essential

- A proven communications and media specialist, along with relevant work experience.
- An excellent communications strategist.
- Experience of working with partners in a range of geographies and contexts.
- Astute, intellectually sharp and quick to learn, showing incisive thinking, good judgement, and strength in mastering complex issues quickly.
- Outstanding written communication skills, with a concise, compelling style, superb written accuracy, and an ability to closely tailor your writing to the audience for maximum persuasive impact.
- Substantive, relevant experience of creating, delivering and evaluating proactive media relations activities and campaigns to support specific objectives.
- Demonstrable experience of using social media and a firm grasp of how it can be used in a professional communications capacity.
- Skilled in identifying engaging and relevant stories to use in building proactive coverage. A strong understanding of the role of storytelling (especially individual human stories) in persuading and influencing, and a demonstrated ability to use it.
- Experience of researching, writing and editing material on a range of subjects, such as technical, academic or specialist material, and reworking this into accessible and engaging language.
- Excellent project management skills and commitment to working collaboratively and supportively with colleagues and partners around the world in a changing context.
- Highly organised, with the ability to prioritise in the face of competing demands and budgets, and work to tight and conflicting deadlines across different teams.
- Excellent interpersonal skills, including diplomacy and discretion, and experience of liaising effectively with individuals at all levels.

- A self-starter, with experience of fast-moving and demanding environments.
- Experience of overseeing editorial decision making on websites, using content management systems.
- Enthusiasm for the WWHGE's mission.

Desirable

- An understanding of the field of international development.
- Experience of developing relationships with senior journalists across print, broadcast and online media and working with them to deliver high-impact media coverage.
- Proficient in the use of multi-platform scheduling tools such as Hootsuite
- General knowledge of Search Engine Optimisation and internet ranking for web content.
- Experience of supporting the delivery and promotion of events, including inviting speakers, logistical arrangements, materials, and promotion.

Pre-employment screening

All offers of employment are made subject to standard pre-employment screening, as applicable to the post.

If you are offered the post, you will be asked to provide proof of your right-to-work, your identity, and we will contact the referees you have nominated. You will also be asked to complete a health declaration (so that you can tell us about any health conditions or disabilities so that we can discuss appropriate adjustments with you), and a declaration of any unspent criminal convictions.

We advise all applicants to read the candidate notes on the University's pre-employment screening procedures, found at: www.ox.ac.uk/about/jobs/preemploymentscreening/.

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities. Income from external research contracts in 2016/17 exceeded £564m and we rank first in the UK for

university spin-outs, with more than 130 companies created to date. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information, please visit www.ox.ac.uk/about/organisation.

The Blavatnik School of Government

Our vision is of a world better led, a world better served and a world better governed. We are a global school committed to improving the quality of government and public policymaking worldwide, through three routes: teaching current and future leaders; applied research; and engagement with government and practitioners.

The School was founded in 2010. We accept around 145 MPP (Master of Public Policy) students, six MSc in Public Policy Research students, and six doctoral students a year.

The Blavatnik School of Government holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.

For more information please visit: www.bsg.ox.ac.uk.

How to apply

Before submitting an application, you may find it helpful to read the 'Tips on applying for a job at the University of Oxford' document, at www.ox.ac.uk/about/jobs/supportandtechnical/.

If you would like to apply, click on the **Apply Now** button on the 'Job Details' page and follow the on-screen instructions to register as a new user or log-in if you have applied previously. Please provide details of two referees and indicate whether we can contact them now.

You will also be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

Please upload all documents **as PDF files** with your name and the document type in the filename.

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 because they have 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 department(s).

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

Should you experience any difficulties using the online application system, please email recruitment.support@admin.ox.ac.uk. Further help and support is available from <https://hrsystems.admin.ox.ac.uk/recruitment-support>. To return to the online application at any stage, please go to: www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

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 University's Privacy Notice for Job Applicants at: www.admin.ox.ac.uk/councilsec/compliance/gdpr/privacynotices/job/. The University's Policy on Data Protection is available at: www.admin.ox.ac.uk/councilsec/compliance/gdpr/universitypolicyondataprotection/.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for all academic posts and some academic-related posts. The University has adopted an EJRA of 30 September before the 69th birthday for all academic and academic-related staff in posts at **grade 8 and above**. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures: <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at **grades 1–7** have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of Opportunity

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. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Benefits of working at the University

Employee benefits

University employees enjoy 38 days' paid holiday, generous pension schemes, travel discounts, and a variety of professional development opportunities. Our range of other employee benefits and discounts also includes free entry to the Botanic Gardens and University colleges, and discounts at University museums. See <https://hr.admin.ox.ac.uk/staff-benefits>

University Club and sports facilities

Membership of the University Club is free for all University staff. The University Club offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>

Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service website includes practical information about settling in the area, including advice on relocation, accommodation, and local schools. See <https://welcome.ox.ac.uk/>

There is also a visa loan scheme to cover the costs of UK visa applications for staff and their dependents. See <https://staffimmigration.admin.ox.ac.uk/visa-loan-scheme>

Family-friendly benefits

With one of the most generous family leave schemes in the Higher Education sector, and a range of flexible working options, Oxford aims to be a family-friendly employer. We also subscribe to My Family Care, a service that provides practical advice and support for employees who have caring responsibilities. The service offers a free telephone advice line, and the ability to book emergency back-up care for children, adult dependents and elderly relatives. See <https://hr.admin.ox.ac.uk/my-family-care>

Childcare

The University has excellent childcare services, including five University nurseries as well as University-supported places at many other private nurseries.

For full details, including how to apply and the costs, see <https://childcare.admin.ox.ac.uk/home>

Disabled staff

We are committed to supporting members of staff with disabilities or long-term health conditions. For further details, including information about how to make contact, in confidence, with the University's Staff Disability Advisor, see <https://edu.admin.ox.ac.uk/disabled-staff>

Staff networks

The University has a number of staff networks including the Oxford Research Staff Society, BME staff network, LGBT+ staff network and a disabled staff network. You can find more information at <https://edu.admin.ox.ac.uk/networks>

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is an organisation run by volunteers that aims to assist the partners of new staff settle into Oxford, and provides them with an opportunity to meet people and make connections in the local area. See www.newcomers.ox.ac.uk.