

Job description and selection criteria

Job title	Digital Communications Manager (Maternity Cover)
Division	Gardens, Libraries and Museums (GLAM)
Department	Ashmolean Museum
Location	Ashmolean Museum, Beaumont Street, Oxford, OX1 2PH
Grade and salary	Grade 6*: starting from £32,332 per annum
Hours	Full time (37.5 hours)
Contract type	Fixed-term for one year
Reporting to	Head of Audiences and Online Engagement
Vacancy reference	169952
Additional information	<p>*An automatic annual increment each year will be paid up to (and not including) the discretionary range within the University of Oxford's grade 6 salary scale</p> <p>THIS POST COULD BE CONSIDERED AS A SECONDMENT OPPORTUNITY</p> <p>Please discuss secondments with your line manager in the first instance, as you must have their agreement that you can be released for a secondment before you submit an application. For more information please go to: https://hr.admin.ox.ac.uk/secondments</p> <p>You are required to submit a CV and a supporting statement with your application, outlining how you meet each of the selection criteria for the role (see the 'How to Apply' section for further details).</p> <p>Please contact the recruitment team if you require the job description in an alternative format.</p>
Closing date	12.00 midday Tuesday 13 February 2024



Job description

Overview of the role

The Ashmolean's aim is to grow its audiences, deepen engagement with existing visitors and encourage them to develop a lifelong relationship with the Museum.

The Audiences and Online Engagement Team champions an audience-focused approach across the Ashmolean and is tasked with growing visitor engagement, loyalty and revenue, and creating a multi-channel audience engagement strategy for the Museum.

This is a critical and exciting role responsible for the management of the Museum's social media channels, the design and delivery of regular email communications to a variety of audiences, providing training and guidance to Museum staff, and for digital promotion of our content and programme. You will be working on the communication of a wide range of campaigns and projects, to promote the activities of the Museum and strategic objectives around engagement, access, income and visitor engagement, and will regularly report on ROI and KPIs.

The ideal candidate will have previous experience in a similar role.

This post is to cover the absence of the substantive postholder, who is taking a period of maternity leave. The post is available for approximately 12 months or the actual return of the substantive postholder, or the resignation of the substantive postholder and employment of a new postholder, whichever is the earliest.

Responsibilities

Social Media Management

- Manage, develop and report on the Ashmolean's social media accounts (including Twitter, Instagram, Facebook, and YouTube), with responsibility for access, content and branding.
- Writing, sourcing, scheduling and delivering daily, unique and engaging social media content for an audience of more than 250k, with responsibility for directly engaging with audiences and professionally responding to queries, complaints and questions.
- Act as a social media champion for the Museum, providing templates and guidance to members of the staff across the Ashmolean about appropriate channels for promotion, best practice, tone of voice, and visual identity.
- Support wider Ashmolean and GLAM communications and commercial activity by incorporating information and campaigns into social media output.
- Edit film (including subtitling) and photographs for use on social media and elsewhere.
- Collect social media analytics and provide regular KPI reports and other data as required for senior management.

Strategic Email Communications

- Manage, schedule, design, mail and report on the Museum's regular email newsletters using Mailchimp, and work with other teams to create variations and additional newsletters for other audiences, including Members and Teachers.
- Manage the email newsletter subscriber database, and maintain and grow the list.
- Advise and support other departments on effective and appropriate use of e-mail communications.
- Collecting email analytics and provide regular KPI reports and other data as required.

Events and Programme Promotion

- Manage the online promotion of public and Member events and, as necessary, write and copyedit event descriptions, source and edit images, build web pages, coordinate ticketing setup, and ensure events are promoted in relevant email communications and on social media.
- Maintain listings for the Museum's public programme of exhibitions and events online.
- Brand event replay films for release to Members and the public via YouTube.

Digital Marketing

- Work the Marketing Manager, as well as the Retail, Venue Hire and Membership teams, to support the delivery of paid digital advertising, by writing ad copy, creating visual assets, and providing insight to the planning and monitoring of these campaigns with the Web Content Editor and our Media Agency.

Digital Communications

- Line manage the Digital Communications Officer (Commercial).
- Work closely with the Digital Communications Officer and Web Content Manager to ensure social media, email communications, and website, all work together to deliver against targets for content and campaigns.
- Commission photography and filming of Museum activity, projects, exhibitions, events, commercial needs, visitors and galleries, as required.
- Provide technical support to Museum staff around the use of filming and audio equipment, and editing software, with the support of the rest of the team.
- Attend, provide updates at and contribute expertise in regular and ad hoc Communications, Marketing, Audience and Digital meetings, and represent Digital Communications on appropriate GLAM, IT, project and University committees and working groups.
- Liaise with University and University Museum communications teams, and attend relevant meeting, to ensure that relevant University news is communicated to the Ashmolean's audiences and Ashmolean news is communicated through relevant key University channels.
- Contribute creatively to Communications, Marketing and Digital projects.

- Work closely with our Web Content Editor and our internal ticketing, membership, commercial and other systems teams, providing insight and helping to evaluate and optimise customer journeys between website and ticketing, donation, retail and other websites and portals.

Other

- Identify and exploit opportunities to raise the Ashmolean's online profile among appropriate external communities and within the wider University and facilitate sharing of knowledge and best practice.
- Undertake personal development and skills training as required.
- Comply with health and safety regulations
- Comply with the policies and procedures set out in the Handbook for University Support Staff/Academic Related Staff
- Any other duties that may be required from time to time commensurate with the grade of the job.

The Ashmolean Museum reserves the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Selection criteria

Essential selection criteria

- Experiences in a similar position in a fast-paced environment, with knowledge of and experience of working within the cultural sector.
- Professional experience of managing social media channels and management tools, with quantifiable evidence of success such as increased following or engagement, as well as experience and examples of leading campaigns, and an understanding of social media policies.
- Creative, with the ability to develop innovative and engaging campaign ideas.
- Exceptional writing and editing skills including the ability to communicate complex topics to non-specialist audiences, and to alter writing style to suit different audiences while working within editorial guidelines and policies.
- Experience of collaborative working and of co-creating content with curatorial and other specialists, as well as with other project partners outside the organisation, with well-developed interpersonal skills and the ability to foster strong relationships with a wide range of stakeholders.
- Competence with, and experience of reporting on, digital activity and analytics, with strong analytical skills and confidence with data and metrics, able to create insights and identify opportunities.
- Experience of using a contact, email or other complex database, with an understanding of GDPR legislation.
- Advanced IT literacy using a range of digital tools and software, including Microsoft Word and Excel; confident with image editing in Photoshop or similar software; and experience of video editing.
- Strong organisational and time management skills, with an ability to meet deadlines

- Ability to maintain a calm and professional manner, with experience of working in a pressured, deadline driven environment and handling conflicting priorities.

Desirable selection criteria

- Experience of line management
- Experience of using Google Analytics.
- Digital marketing experience, or previous experience of working with a Media and Digital Advertising agency.
- Experience of work in the library, museum and / or cultural heritage sector.
- Familiarity with the Higher Education sector.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) 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 for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: <https://www.jobs.ox.ac.uk/pre-employment-checks>

The Ashmolean Museum

Who we are:

Open since 1683, we are the University of Oxford's Museum of art and archaeology. Situated in the heart of the city, we are an iconic cultural destination open to everyone every day.

With c.900,000 visitors a year (pre-Covid), we are the most visited university museum in the world.

What we do:

We preserve and share our collections and knowledge to promote research, learning and enjoyment.

Why we do what we do:

To illuminate our shared humanity.

We have three strategic pillars:

Collections: We care for, develop, and widen access to our collections.

Research and Teaching: We enable, lead and deliver world-class research and teaching.

Audiences: We provide engaging and inspiring experiences for increasingly diverse audiences.

In the next five years, we have five enabling priorities:

1. To support, develop and inspire our teams;
2. To promote equity and value diversity in all that we do;
3. To ensure we have the resources to deliver our work;

4. To work towards our commitment to achieve net zero carbon by 2035. Our environmental responsibility will inform our actions;
5. To ensure we have a building and infrastructure fit for purpose and our future.

For more information visit <https://www.ashmolean.org/>

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.



The Ashmolean Museum

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 and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. 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

Gardens, Libraries and Museums (GLAM)

The Gardens, Libraries and Museums (GLAM) group includes the providers of the major academic services to the divisions, and also departments with responsibilities including, but

extending beyond, the immediate teaching and research needs of the University. The collections embodied within these departments are an essential part of the University's wider nature and mission. They are part of its heritage as the country's oldest University and now form a resource of national and international importance for teaching, research and cultural life; they also make a major contribution to the University's outreach and access missions.

For more information please visit: <https://www.glam.ox.ac.uk/home>

How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>

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

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will 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).

Please note that if you do not upload a completed supporting statement and a CV, we will be unable to consider your application for this role.

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

References

Please give the details of two people who have agreed to provide a reference for you. If you have previously been employed, your referees should be people who have managed you for a considerable period, and at least one of them should be your formal line manager in your most recent job. Otherwise they may be people who have supervised you in a recent college, school, or voluntary experience. It is helpful if you can tell us briefly how each referee knows you (e.g. 'line manager', 'college tutor'). Your referees should not be related to you.

Your referees will be asked to comment on your suitability for the post and to provide details of the dates of your employment; and of any disciplinary processes which are still considered 'live'. We will only take up references at offer stage.

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).

If you need help

If you need help

Application FAQs, including technical troubleshooting advice is available at: <https://staff.web.ox.ac.uk/recruitment-support-faqs>

Non-technical questions about this job should be addressed to the recruiting department directly on recruitment@ashmus.ox.ac.uk

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 online recruitment portal to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

Relocation

At the moment, the Ashmolean Museum is not offering relocation expenses to this post.

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: <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>. The University's Policy on Data Protection is available at: <https://compliance.admin.ox.ac.uk/data-protection-policy>

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at grade RSIV/D35 and clinical equivalents E62 and E82, which with effect from 1 October 2023 will be 30 September before the 70th birthday. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>

For **existing** employees on these grades, 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 other grades 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.

Photographs: Copyright Ashmolean Museum, University of Oxford

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 the Work+Family Space, 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>

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/>

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/disability-support>

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