# Job description and selection criteria

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| **Job title** | PR & Marketing Manager |
| **Division** | Gardens, Libraries and Museums (GLAM) |
| **Department** | Bodleian Libraries |
| **Location** | Clarendon Building, Broad Street, Oxford, OX1 3BG, with the possibility of some remote working |
| **Grade and salary** | Grade 7: £36,024 - £44,263 (per annum) |
| **Hours** | Full time (37.5 hours per week) |
| **Contract type** | Permanent |
| **Reporting to** | Head of Communications |
| **Vacancy reference** | 170452 |
| **Additional information** | **<u>You are required to submit a CV and a supporting statement with your application,</u>** outlining how you meet each of the selection criteria for the role (see the 'How to Apply' section for further details). CVs submitted on their own will not be considered.<br><br>Please contact the recruitment team if you require the job description in an alternative format. |
| **Closing date** | 12.00 midday GMT/BST Friday 2 February 2024 |

# Job description

## Overview of the role

The PR & Marketing Manager is a key role in the Bodleian Libraries' Communications team, with split responsibilities for the delivery of a positive and successful PR programme and media relations service for the Libraries, alongside a proactive and target driven marketing campaign.

Reporting directly to the Head of Communications, you will also support and manage a wide range of other communications activity across marketing and print production, project support, staff training and internal communications as required.

You will play a key role in a small communications team and work closely with Communications staff including the Web & Digital team and the Social Media & Internal Communications Manager.

The work is split as follows:

- 60% Marketing activities.
- 35% PR activities.
- 5% other communications needs, e.g. filming and chaperoning visits from key stakeholders.

The role presents an opportunity to work with world-class collections and for great variety, working with colleagues across the libraries to deliver an integrated communications approach.

## Responsibilities

### Marketing

**Strategy & Plan**: To develop, gain agreement, deliver and evaluate the success of all marketing approaches and campaigns, working closely with the Graphic Designer, other teams, GLAM and Oxford University colleagues - taking into account priorities, audience needs, channels used, timescales and budgets.

- You will coordinate the external marketing agency to deliver campaigns against a fixed budget and will be responsible for organising marketing activity schedules and distribution.

- To plan and deliver effective and timely marketing and communications activity, taking it from concept, development and testing through to delivery across a range of materials created for a variety of audiences.

- This activity will run in line with the department's communications strategy, the Bodleian Libraries' public engagement calendar, and the Strategy implementation plan. Seek input and approval from stakeholders across the Bodleian Libraries.

**Delivery of marketing activity:** This includes liaising effectively with all internal stakeholders; planning all offline and online marketing, advertising, promotional communication; participating in project teams; taking responsibility for the delivery of marketing materials, e.g. brochures and collateral, social media campaigns and roadside advertising, and negotiating with high profile promotional partners.

**Writing/editing** – Write, edit and proofread a range of marketing materials for broad audiences including advertisements, newsletters, blog posts, briefings and reports.

- You will manage the creation and delivery of the Bodleian's monthly external newsletter, working with colleagues to source timely, relevant content, improve readership and keep mailing list membership up to date.

**Marketing & Communications content and assets**: Work with the Senior Graphic Designer to commission, create, and maintain core content and assets (print and digital – such as photography, video content etc) – e.g. images; film and photoshoots; text and narratives etc – for use across marketing and communications channels.

**Budget management and forecasting**: Recommend and keep track of budgets for marketing, determining both short term and long term spend, for the exhibitions programme, Tours and events.

- Managing budgets by campaign, tracking spend for each project to ensure cost-effective investment and return on marketing investment (ROMI) within the allocation available.

**Audience development**: Feed into and build activity from the Bodleian's audience development plans, identifying channels to reach audiences and using audience insights to tailor content and messaging appropriately.

- Working with Strategy and Public Engagement colleagues, identify how to target key audiences for the libraries and ensure the marketing programme actively engages and grows these desired audiences, while also retaining already existing audiences, for example through managing visitor feedback on TripAdvisor.

**Branding**: Exercise judgement and experience whilst working closely with the Senior Graphic Designer/ Brand Manager in ensuring that the brand/visual identities for the Bodleian Libraries and wider GLAM, University sites, are represented in an appropriate and consistent manner, within their branding guidelines tool-kit.

**Evaluation & Reporting**: Take responsibility for the regular evaluation of marketing activity including market research, championing a data-driven approach to marketing, working with sites, the digital communications team (on the evaluation of digital marketing), and the wider GLAM Assessment & Evaluation team.

- Make recommendations based on audience and marketing insights and champion data-driven decisions as well as ROI. Lead benchmarking and testing of concepts. Produce reports for stakeholders and, with the Head of Marketing & Communications, for GLAM Board.

**Advisory role:** Provide expert advice, guidance to colleagues and particularly to support Marketing & Comms leads across the libraries', encouraging best practice.

**External representation and collaboration:** Represent the Bodleian Libraries externally, developing strong external networks in order to cultivate and maintain high impact partnerships which extend the reach of the GLAM and maximise marketing opportunities.

**Deputise**: Deputise for the Head of Communications as necessary. Attend meetings to advise on marketing issues and work closely with internal staff and partners to ensure consistency of marketing communication.

**Supplier management:** Commission, develop and maintain a network of suppliers (including printers and designers) who can produce content and assets for the Bodleian Libraries.

## PR

**Strategy & Plan**: To develop, gain agreement, deliver and evaluate the success of all PR campaigns, working closely with colleagues and external suppliers, while considering activity objectives, audience needs, timescales and budgets.
- Key elements of this function include effective liaison with internal stakeholders; campaign planning; coordinating an external PR agency; liaising with external collaborators including funding bodies, partner institutions and publishers; and working with colleagues on a range of media formats such as video, audio and photography to support press campaigns.
- Working to the Head of Communications, alongside colleagues in the Office for Strategy & Delivery, deliver the Bodleian's corporate media strategy in support of the organisation's strategic plan.

**Supplier management**: To manage the day to day delivery of the Bodleian Libraries external PR agency. Supporting them to:
- Devise and implement imaginative and effective media campaigns that support activity objectives across target publications and outlets (e.g. national and international print, broadcast, online and specialist/trade press).
- To manage press releases and announcements from research through to writing, editing and pitching across appropriate media (ranging from national, international and specialist/trade press, depending on the message).
- This includes communicating complex ideas and information and making it accessible for a wider audience. The bulk of our PR materials are created with agency support, but there may be times when you will need to work independently.

**Press Office Management**: To act as the first point of contact for all media enquiries, managing the press phone, with support from the communications administrator to respond to email requests for comment, interviews, information, images, and on-site filming.
- Work with the Communications Administrator to co-ordinate and chaperone press/filming visits and events as required.

**Reputation Management**: In conjunction with the Head of Communications, prepare and execute reactive media handling strategies for sensitive or reputational issues and advise senior management accordingly.
- Deputise for Head of Communications if unavailable, advising curators and spokespeople on how to handle media opportunities and interviews and provide media training and briefings as necessary.

**Evaluation & Reporting**: Undertake media monitoring and regular reporting to evaluate the success of PR activity and to monitor mentions of the Libraries as part of our reputation management activity.
- This includes conducting detailed analysis and reporting for specific media campaign reports, our monthly report for senior staff and end-of-year analysis.

**Advisory role**: Provide press advice and assistance, where applicable, to other Bodleian departments (e.g. Publishing and Venue Services) to ensure organisation-wide consistency in approach to media relations.
- Benchmark PR and communications activity across other organisations and stay abreast of best practice.

**Wider supplier management**: Commission and manage external agencies including photographers and videographers, and the Libraries' media monitoring agencies.

**Relationship-building and networking:**
- Proactively engage with curators, archivists and librarians to identify and pursue stories that support key messages and reach new audiences.

- Foster and build positive relationships with national and international journalists and writers across a range of specialisms, maintaining a database of media contacts.

- Build strong relationships with the University of Oxford's Public Affairs team, other communications officers around the University and peers across the sector.

**Project management and team work:**
- In conjunction with the Head of Communications, provide task-management for the Communications Administrator and guide their contributions to the Bodleian's communications programme, e.g. external newsletter copy and free-listings community promotion.

- Contribute to the Head of Communication's communications plan and work with other members of the team to sync communications between media outreach and social media and print/e-marketing.

- Deputise for the Head of Communications as necessary. Attend meetings to advise on PR and marketing issues and provide out-of-hours media cover in their absence.

- Support and manage other communications activity as required including contributing to communications planning for major activities, writing web news stories and deputising for internal communications.

**Other duties**

- Occasional work may be required on evenings, weekends or Bank Holidays.
- Participate in a regular Annual Review.
- Undertake any necessary training identified.
- 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 Bodleian Libraries reserve the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

# Communications Department

The Bodleian Communications team is responsible for developing and delivering a comprehensive integrated communications approach and strategy for the Libraries and all related services. The department manages internal, digital and external communications, all media relations, corporate and visual identity, marketing (including e-marketing) and social media.

For more information please visit: [www.ox.ac.uk/department](www.ox.ac.uk/department)

## Selection criteria

### Essential selection criteria

1. Educated to degree level, preferably in the area of Communications, or equivalent experience.

2. Significant experience of working with the media, preferably in higher education, libraries, or the arts/cultural and museum sectors - including considerable evidence of working on numerous high profile national and international media campaigns.

3. Demonstrable experience of developing, implementing and measuring the success of media campaigns using established monitoring services, e.g. Cision and Meltwater.

4. Excellent written communication skills including a proven ability to write concise copy around complex messages for a variety of audiences, working to tight deadlines.

5. Experience of managing, delivering and evaluating successful marketing campaigns, including a developed knowledge and understanding of how to target key audiences and develop appropriate communications accordingly across CRM platforms.

6. Excellent verbal communication and interpersonal skills and the ability to communicate effectively with a range of senior stakeholders, including journalists, senior libraries staff, academics, external partners and VIPs.

7. Experience of advising senior managers on communications activity, including sensitive reputational issues.

8. Excellent planning skills and the ability to multi-task the delivery of projects at any one time in a high-pressure environment.

9. Ability to plan and manage a high volume of work independently, as well as the ability to work collaboratively, mediating conflict management.

### Desirable selection criteria

1. Experience of working in a busy frontline press office, PR agency or as a journalist.

2. Experience of working with or managing PR or marketing agencies effectively to achieve the best results for the organisation.

3. Excellent IT skills, including Microsoft Office, photo editing software.

4. CIPR qualification.

# 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

# 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.



*Radcliffe Camera in Radcliffe Square*

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: http://www.admin.ox.ac.uk/glam/

**The Bodleian Libraries**

The Bodleian Libraries at the University of Oxford is the largest university library system in the United Kingdom. It includes the principal University library – the Bodleian Library – which has been a legal deposit library for 400 years; as well as 27 libraries across Oxford including major research libraries and faculty, department and institute libraries.

Together, the Libraries hold more than 13 million printed items, over 80,000 e-journals and outstanding special collections including rare books and manuscripts, classical papyri, maps, music, art and printed ephemera. Members of the public can explore the collections via the Bodleian's online image portal at digital.bodleian.ox.ac.uk or by visiting the exhibition galleries in the Bodleian's Weston Library.

For more information please visit: http://www.bodleian.ox.ac.uk/

# 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).

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

## Supporting Statement

**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.**

The inclusion of the supporting statement and CV is **a mandatory step** in the online application process.

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

All applications must be received by **12:00 midday (GMT/BST)** 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

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@bodleian.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 Bodleian Libraries 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 Bodleian Libraries, 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 dependants. 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.