



Job description and selection criteria

Job title	Social Media and Internal Communications Manager
Division	Gardens, Libraries and Museums (GLAM)
Department	Bodleian Libraries
Location	Clarendon Building, Broad Street, Oxford, OX1 3BG
Grade and salary	Grade 7: £36,024 - £44,263 per annum
Hours	Full time (37.5 hours) This role supports working from home. The postholder will be required to work a minimum of two days per week in the office (including Mondays) as this is the team crossover day.
Contract type	Permanent
Reporting to	Head of Communications
Vacancy reference	172391
Additional information	<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 BST Friday 5 July 2024



Job description

Overview of the role

The Bodleian Libraries Social Media and Internal Communications Manager is responsible for the Libraries' social media presence. This includes managing and reporting on 'central' social media accounts representing the Libraries as a whole.

The post-holder will provide direction, training and guidance to Libraries staff around the use of social media including issues of policy and strategy.

The Social Media and Internal Communications Manager will also be responsible for managing key elements of internal communications, in particular the production of the monthly Bodleian staff newsletter and termly 'News and Updates' newsletter, as well as contributing to the general preparation of news stories for the wider public.

Responsibilities

1. Lead on organic social media activities for the Libraries' central accounts, maintaining a social media strategy, taking responsibility for the social media calendar and leading and advising on all social media initiatives.

- Maintain, develop and optimise a social media strategy to promote the work of the Libraries to a local and global audience, including establishing new presence on emerging platforms
- Manage a calendar of activity across social media channels/platforms
- Lead on, plan and deliver social media campaigns, ensuring audience targets are met
- Provide guidance on the social media element of major communications or Bodleian-led projects and campaigns, liaising and collaborating with a range of staff across the Libraries and the University. Lead social-media driven projects across the Bodleian
- Create engaging multimedia content (or outsource effectively) across multiple platforms
- Use social media to support the Bodleian Libraries' public programme, including promotion of events and activities as well as working to engage the public directly
- Help drive revenue through promotion of the Bodleian Libraries' commercial activities
- Maintain key relationships with internal stakeholders including Bodley's Librarian, library managers and departmental heads
- Form key relationships with external stakeholders including exhibition curators, project partners and special guests to plan and create engaging content
- Maintain a leadership role for other social media users in the organisation. Provide advice to staff on social media usage, manage colleague requests for new 'secondary' social media accounts, deliver training sessions and write and manage institutional policies around social media
- Manage and facilitate social media communities, providing up-to-date information and guidance about the Bodleian Libraries' collections, events and opportunities
- Mitigate against reputational risk, keeping abreast of relevant, controversial issues, preparing responses, and approaching challenging topics with sensitivity and accuracy. Handle negative interactions and potentially reputation-damaging social media interactions (sometimes out of hours)

- Report on social media, developing analytics-based reports detailing impact of social media for campaigns and initiatives and reporting against targets and KPIs, transforming key data into actionable insights
- Monitor trends in online community tools and applications and monitor the competition, being aware of market changes, developments or legal changes which might inform our social media activity. Keep abreast of new social media products or initiatives and advise on adoption by the Bodleian Libraries
- Contribute to the development and discussion of best practice in the social media/digital communications community and the wider libraries/cultural heritage community
- Support other digital communications initiatives where appropriate

2. Manage key elements of internal communications, particularly including managing the production and editing the Bodleian Libraries' monthly staff newsletter (approximately five hours per week) and the termly *News and Updates from the Bodleian Libraries* for subscribers across the University.

- Manage Bodleian Libraries all-staff communication emails when the Head of Marketing and Communications is unavailable and deputise for them for internal communications matters
- Maintain key relationships with internal stakeholders including Bodley's Librarian, the Executive and Round Table members and senior academics in the University
- Identify news stories of relevance and interest to staff of the Bodleian Libraries about the work of the organization and related issues
- Interview staff and write articles, travelling to Libraries and departments within the University as necessary
- Build strong relationships across the Bodleian Libraries and stay up to date with ongoing activities and projects
- Source and create supporting multimedia content related to news stories for publication in the newsletter
- Commission articles, images or artwork as required
- Field incoming communication in relation to the newsletter, making decisions on further actions as appropriate and checking information as necessary
- Input copy from a variety of sources, using page layout software and following an established newsletter template and structure
- Proofread newsletter copy
- Maintain and update the newsletter mailing list and mailing procedure
- Maintain the newsletter webpage
- Provide recommendations on internal communications messaging and activity
- Provide content for other areas of communications activity, including content for the intranet and newsletters from Bodley's Librarian

3. General communications activity.

- Provide general advice and support to colleagues within the Bodleian Libraries Communications team as appropriate

Identify other appropriate venues for publicising the work of the Bodleian Libraries.

Other duties

- Working on some evenings, weekends and 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

Selection criteria

Essential selection criteria

- Demonstrable experience in managing social media strategy and content planning for multiple social media platforms, and an understanding of social media policies and procedures including:
 - A high-level understanding of social media content management
 - Proficient with social media platforms and analytical tools and the ability to use them independently, professionally and productively to support the Bodleian Libraries
 - Examples and experience of leading campaigns
 - Reactive communications for reputation management and crises
- Experience of producing staff communications and publications
- Ability to analyse data and produce reports based on this analysis/data, and ability to understand trends and impact and to come up with creative ideas and to inform content
- The ability to write clear, concise copy swiftly to tight deadlines and for a variety of formats as well as the ability to edit copy and produce clear succinct prose
- Demonstrable experience in producing a newsletter or similar publication
- Experience of Photoshop and InDesign
- Well-developed interpersonal skills, with the ability to foster strong relationships with a wide range of stakeholders
- Strong organisational and time management skills and evidence of using initiative to prioritise and ensure the successful completion of tasks

Desirable selection criteria

- Experience in creating documents for web publication
- The ability to edit websites using a Content Management System (CMS)
- Experience within a higher education, library, cultural sector, publishing or graphic design environment
- Competence with a digital camera and with video editing for social media content production

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: <https://www.glam.ox.ac.uk/home>

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@glam.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.

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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