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Job Description and Selection Criteria

Job title	Social Media and Content Officer
Division	Humanities
Department	The Cultural Programme
Location	Humanities Divisional Office, Radcliffe Humanities, then Schwarzman Centre, Radcliffe Observatory Quarter, Woodstock Road, Oxford, OX1 6GG
Grade and salary	Grade 6: £32,332 - £38,205 per annum
Hours	Full time
Contract type	Permanent
Reporting to	Head of Audiences and Media
Vacancy reference	174447
Additional information	This role may include moderate activity including lifting and moving items. Some evening and weekend work may be required. Closing date for applications is 12.00 noon on Friday 13 September 2024. Shortlisting is expected to take place in the following week and interviews held on Wednesday 25th September 2024.

The role

This is an exciting opportunity to be part of a new team where you will be instrumental in creating a meaningful connection with diverse online communities. Your innovative digital content, storytelling, and promotion will bring our programme, projects and campaigns to life.

You will manage all social media activities for the Cultural Programmes central accounts, taking responsibility for the social media calendar and leading and advising on all social media initiatives. You will also produce internal and external newsletters as well as contributing to the general preparation of news stories and listings for the wider public.

You will have previous experience of working in a cultural setting and, be ready to bring an attention to detail along with a fresh approach to developing audiences and manging data.

The role sits within the Cultural Programme team with the postholder reporting into the Head of Audiences and Media.

Responsibilities
Support and develop marketing and communications activity for the Cultural Programme

Plan.
- Produce, maintain, and update a calendar of activity across various social media channels/platforms.
- Plan social media campaigns, engaging with diverse online communities, with the aim of promoting a range of events, projects and initiatives, ensuring audience targets are met

Reporting
- Report on social media, developing analytics-based reports detailing impact of social media for campaigns and initiatives and reporting against targets and KPIs.
- Provide advice and input on social media activity across campaigns and projects, advising on long-term strategy in relation to comms plans.

Content production.
- Create (or commission from external companies) powerful and imaginative content and assets (eg photography, video) to support our audience campaigns working with internal teams and external creatives as appropriate

Media
- Contribute to the general preparation of news stories and compile a monthly listings calendar for the internal and external publications.
- Ensure all third-party platforms are regularly updated and carrying rich content.

Digital Adverting:
- Coordinate the scheduling of organic social content with the work of the team and third-party agencies in digital advertising, to ensure campaign communication is optimised.
- Create digital advertising for social media, google AdWords and other platforms as appropriate.

Mailing list.
- Maintain and update the newsletter mailing list and mailing procedures, ensuring Data Protection, GDPR and PECR are closely adhered to.

Budget Management
- Work within allocated campaign budgets working alongside Producers/Event Managers to ensure spend is allocated and recorded within event/project budgets.
- Track spend for each campaign ensuring cost effective investment and ROI within the allocation available

Branding:
- Exercise judgement and experience in ensuring that the brand/visual identities for the Cultural Programme are represented in an appropriate and consistent manner, within the branding guidelines toolkit.

Audience development:
- Contribute to and respond to the audience development plan, identifying channels to reach audiences and using audience insights to tailor content and messaging appropriately.
- Report on marketing activity against the plan

Other duties
- Work in a respectful way valuing the skills and opinions of others whilst also upholding the Universities policy on equal opportunities.
- Must be willing to work some weekends if necessary.
- Perform any other duties that may be required from time to time by the Head of Audiences and Media

Selection criteria
Essential selection criteria

Education and Experience
- Significant proven experience of digital marketing across a range of online channels including e-communications and social media.
- An understanding of social media policies and procedures including a professional understanding of social media, competence with social media platforms and analytical tools, and the ability to use them independently and professionally.

Computer literacy
- Excellent computer literacy, including knowledge and experience of content management systems, bulk email marketing software, social media management tools and Microsoft Office.

Creative
- An eye for design detail and a working knowledge of design software e.g. Photoshop, Canva.

Analysis and planning
- Ability to analyse data, produce reports based on this analysis/data, and understand trends and impact.

Communication
- Excellent writing skills and attention to detail, with a proven ability to communicate complex concepts to a non-specialist audience.
- 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.

Software and technical skills
- Competent with a range of computer-based and online applications, including Microsoft Office suite to create content, basic mobile video editing skills, and technical familiarity with different platforms.

Time management
- Strong organisational and time management skills and evidence of using initiative to prioritise and ensure the successful completion of tasks.
- Ability to manage a wide range of small, mid, and large-scale projects across a wide portfolio, with a range of budgets.
- The ability to prioritise effectively and meet tight deadlines.

Stakeholder and relationship management
- Highly motivated with the ability to work independently in a complex environment, taking initiative when necessary and prioritising effectively to meet deadlines.

Excellent interpersonal skills, including diplomacy

- The ability to inspire the confidence of senior colleagues and able to liaise at a senior level, both within and outside the organisation.
- Excellent judgement with ability to determine best approach and advise staff accordingly.
- Strong organisational and planning skills.

Budget management

- Proven experience of budget management, reporting on project/event spend, and creating return on marketing investment (ROI) reporting for marketing campaigns and KPIs.
- Knowledge of the cost of activity across the marketing mix.

Sector marketing

- Marketing experience in a consumer or service environment, preferably in the arts/museum sector, with a strong track record.

Desirable selection criteria

- Professional qualification in marketing (or public relations)
- Experience of working in a performing arts or customer/audience-facing organisation
- Knowledge of the UK arts, tourism and leisure markets and the challenges specific to publicly funded organisations

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.

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.

The Cultural Programme

Based in the performance and public spaces in the new Stephen A Schwarzman Centre for the Humanities, the Cultural Programme will bring together local, university and global cultural communities in a physical and digital arts centre inspired by the University of Oxford's research.

Over the coming months, we're putting on a series of pop-up, live and online events as we gear up for the opening of Oxford University's new Schwarzman Centre.

We believe culture is for everyone and are building a programme that allows creativity to flourish. At the heart of the Cultural Programme and a key mission for the Schwarzman Centre, is a commitment to bringing arts and humanities research into a rich, creative and imaginative dialogue with artistic practitioners of the highest calibre, and to making the results of those collaborative encounters accessible to the widest and most diverse audiences.

Animating the new Schwarzman Centre will be an ambitious, wide-ranging and diverse programme comprising performances, mini-festivals, workshops, exhibitions, screenings, talks and other public events. The Cultural Programme will create places and spaces for collaboration across all genres and disciplines, and attract audiences and visitors of all backgrounds from across the globe.

The Cultural Programme team sits with the Humanities Division at the University of Oxford and works closely with the Torch and Knowledge Exchange teams. The Humanities Division is one of four academic divisions in the University of Oxford, bringing together nine faculties and the Ruskin School of Art. The divisions faculties are among the largest in the world, enabling Oxford to offer an education in Arts and Humanities unparalleled in its range of subjects, from music and fine art to ancient and modern languages.

The Cultural Programme will establish multiple collaborations locally, nationally, and internationally to develop an exceptional array of activities designed to engage new audiences — not merely as spectators but as partners in a lively, critical dialogue about the role and the value of the humanities, both in narrating our past and in shaping our future.

Our Values

PEOPLE - We bring people together in a diverse, inclusive, fair, and open environment that allows them and their creativity to flourish.

IDEAS - We are committed to the development, sharing, and understanding of new ideas.

PLACE - We are rooted in our local region and connected globally. We are committed to contributing responsibly and creatively to environmental sustainability.

EXPERIMENT - We enable people to pursue their curiosity, to explore and to experiment.

OXFORD iS BUILDING

Construction on the Stephen A. Schwarzman Centre for the Humanities is well underway and on track for completion in 2025.

Located amid landscaped gardens on the university's historic Radcliffe Observatory Quarter in central Oxford and housed in a contemporary building designed by Hopkins Architects, whose previous work includes Glyndebourne Opera House, Kroon Hall at Yale University and Portcullis House in Westminster, the Schwarzman Centre for the Humanities will become a new home for the research and teaching of Oxford's humanities disciplines with state-of-the-art academic, exhibition and performance spaces. It will bring together seven faculties, the Institute for Ethics in AI, the Oxford Internet Institute, and a new humanities library. It has been made possible by gifts from philanthropist and businessman Stephen A. Schwarzman.

The Cultural Programme will come to life in – and bring to life – the Centre's outstanding performance venues.

The landmark performing arts space will be the striking **500-seat concert hall.** The hall will provide seating for up to 60 musicians, with an orchestra pit and balcony seating for choral works. It will support a diverse range of artforms with music at the heart of the programme.

State-of-the-art **studio facilities** will capture and record performances by acclaimed visiting artists, young professionals and students. Live-streaming will reach new audiences both locally and internationally.

A **250-seat auditorium/lecture theatre** that will support staged drama and the spoken word,

A **100-seat black box** experimental performance lab with lighting rig and balcony.

The **rehearsal hall** will accommodate up to 100 people, and includes a semi sprung floor for dance.

A **100-seat screening room** will include facilities for 35mm projection and a high-quality sound system.

There will be an **exhibition hall** on the ground floor, and a dedicated space for school groups with separate access to the building adjacent to the university's remarkable Bate Collection of Musical Instruments.

The Centre will be open to the everyone, who might visit to attend our performances, or simply to walk in for a coffee or a drink which they can enjoy them in the building or one of the new green spaces outside.

The building project is the largest ever undertaken by Oxford University and will become one of the biggest buildings to adhere to Passivhaus standards.

For more information please visit: https://oxfordculturalprogramme.org.uk/

Humanities Division

The Humanities Division is one of four academic divisions in the University of Oxford, each with a full-time Head and elected Board. The Humanities Division is distinctive for its depth and breadth. Its activity spans nine faculties, one School and two independent research institutes: the faculties of Classics; English; History; Linguistics, Philology and Phonetics; Medieval and Modern Languages; Music; Asian & Middle Eastern Studies; Philosophy; and Theology and Religion; the Ruskin School of Art; the

Rothermere American Institute and the Voltaire Foundation. Interdisciplinary links within and beyond the University are strong, extending to the social sciences, medical sciences and the natural and physical sciences.

One of the largest centres for Humanities internationally, with over 800 members of academic and research staff, the Division offers world-class research and teaching, backed by the superb resources of the University's libraries and museums, including the famous Bodleian Library, with its 11 million volumes and priceless early book and manuscript collections, the Pitt Rivers Museum, the History of Science Museum and the Ashmolean Museum of Art and Archaeology.

Such historic resources are linked to cutting-edge agendas in research and teaching, with an increasing emphasis on interdisciplinary study and digital Humanities.

The outstanding quality of Humanities research at Oxford is recognised globally. This reputation for research excellence contributes to the University coming top of several international rankings for Arts and Humanities, including the US News and World Report rankings and the QS World University Rankings by Subject. The Division's faculties are among the largest in the world, enabling Oxford to offer an education in Arts and Humanities unparalleled in its range of subjects, from music and fine art to ancient and modern languages.

The Division has responsibility for over 4,000 undergraduates (a third of the University's total undergraduate population), and for over 2,000 postgraduate students (over 1,100 doctoral students and some 900 Master's students). Twenty-nine undergraduate courses are offered in Humanities subjects, seven of which are offered jointly with the other academic divisions. The Doctoral and Master's programmes offered are distributed across all of the Division's faculties, along with a suite of Master's courses offered with the Social Sciences Division and a growing portfolio of Master's courses that draw from across the Humanities. The Division is part of the Open-Oxford Cambridge AHRC Doctoral Training Partnership. The Humanities Division has embarked on a major building project on the Radcliffe Observatory Quarter, supported by a £185 million gift to create the Stephen A. Schwarzman Centre for the Humanities.

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

How to apply

Applications are made through our online recruitment portal. Information about how to apply is available 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 upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time 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).

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 culturalprogramme@humanities.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.

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.

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.