

Job Description and Selection Criteria

Job title	GLAM Marketing Officer
Division	Gardens Libraries and Museums (GLAM)
Department	GLAM Divisional Office
Location	Central Oxford (Ashmolean Museum, Bodleian Libraries, Harcourt Arboretum, History of Science Museum, Museum of Natural History, Oxford University Botanic Garden, Pitt Rivers Museum).
Grade and salary	Grade 6: £33,832-£39,705 (per annum, pro-rata)
Hours	Part time (18.75 hours /0.5 FTE)
Contract type	Temporary (2 years fixed term)
Reporting to	GLAM Marketing Manager
Vacancy reference	174795
Additional information	<p>This post requires some flexible working, including evenings, to help deliver events.</p> <p>The role supports a hybrid working model, with the expectation of working on-site at least 60% of the time. Some weekend work may be required as part of this role.</p> <p><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).</p> <p>Please contact the recruitment team if you require the job description in an alternative format.</p>
Closing date	12.00 midday GMT Monday 28 October 2024

Job description

Overview of the role

The Marketing Officer will support and deliver day-to-day marketing activities within GLAM with the aim to grow awareness amongst our key audiences and increase visits. They will deliver marketing for specific projects within GLAM but also work with the GLAM Marketing Manager to support marketing and promoting GLAM and the six institutions collectively through consumer campaigns, sector/B2B campaigns and other marketing initiatives both online and offline.

A key focus will be on supporting marketing activity for the Ashmolean Museum, promoting exhibitions and events, supporting the development and delivery of major campaigns and delivering secondary campaigns and initiatives.

The role sits within the GLAM Marketing & Communications team within the GLAM Divisional Office, with the postholder reporting into the GLAM Marketing Manager.

Key Responsibilities

Main duties

- **Support marketing planning and delivery** – Support the Marketing Manager in planning offline and online marketing campaigns and initiatives, advertising and promotional communication. Take campaign from concept, development and testing to delivery. Help to seek input and approval from stakeholders across GLAM. Work in close collaboration with the Ashmolean Digital Communications, the wider Audience & Content team and other teams at the Ashmolean to plan campaigns that require cross-department input and ensure a joined up approach to content creation.
- **Campaign management and delivery** – Lead smaller campaigns, working with internal clients/stakeholders and, where relevant, external media agencies, to develop, deliver and evaluate campaigns.
- **Support audience development** – Help to seek to increase the diversity of audiences, ensuring an inclusive approach to all marketing communications. Utilise the Ashmolean audience segmentation model across Ashmolean marketing activity and feed into planning and apply insights into audiences.
- **Asset management** – Work with the GLAM Marketing Manager to commission, create, and maintain core content, artwork and assets for use across marketing and communications channels, including onsite. Ensure correct captioning and credits and that imagery meets copyright and privacy standards. Make assets available to internal colleagues as requested.
- **Market research and evaluation** – Support the GLAM Marketing Manager by ensuring sound tracking of campaign KPIs and metrics so ROI is demonstrated. Support evaluation of marketing activity championing a data-driven approach to marketing, working with sites, digital teams (on the evaluation of digital marketing) and the GLAM Evaluation and Data Analysis team.
- **Writing/editing** – Write, edit and proofread a range of content for marketing and promotional materials such as advertisements and reports.

- **Branding** – Maintain a consistent look and brand for the department/GLAM institutions in all marketing and ensure compliance with GLAM and the University's style and branding guidelines.
- **Relationship management** – Build and maintain effective working relationships with colleagues in the Ashmolean Museum, the Gardens, Libraries and Museums and the wider University.
- **Supplier management** – Commission and work with a range of suppliers from designers and photographers to printers and support the management of relationships with key suppliers. Follow appropriate procurement processes.
- **Budget management** – Manage marketing budgets, liaising with relevant finance teams and reporting, working on the Oracle system.
- **Network** – Participate in the University's Communication Officers network to share and promote best practice. Motivate, support and line manage interns, apprentices and volunteers.

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 Marketing Manager or the Head of Marketing & Communications.

The GLAM Divisional Office (DO) is committed to environmentally responsible practice and applicants will be expected to follow the GLAM DO environmental responsibility policy. There is an active Divisional Green Impact Team which colleagues are encouraged to join and staff embed sustainable practice into their work where possible.

Selection criteria

Essential selection criteria

- Marketing experience in online and offline advertising.
- Digital marketing: Proven experience of digital marketing across a range of online channels including social media.
- Marketing content and creative production: Experience of creative narratives and messaging for different platforms, audiences, channels, and content types, and writing clear briefs for external designers and collaborators.
- Excellent writing skills and attention to detail, with a proven ability to communicate complex concepts to a non-specialist audience.
- Well-developed interpersonal skills, with the ability to communicate clearly and effectively with a wide range of internal and external stakeholders.
- Experience of monitoring and managing budgets, including dealing with POs, invoices and finance management systems.

- Ability to work independently in a complex environment, highly motivated, and taking initiative when necessary and prioritising effectively to meet deadlines.
- Excellent research and analytical skills, including the ability to interpret complex data.
- Proficiency working with the Microsoft suite of applications as well as Adobe Creative Cloud or similar to create content.

Desirable selection criteria

- Professional qualification in marketing (or public relations).
- Experience of working in a museum or customer/audience-facing organisation and/or interest in the museum/heritage sector.
- 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>

Hazard-specific / Safety-critical duties

This job includes hazards or safety-critical activities. If you are offered the post, you will be asked to complete a health questionnaire which will be assessed by our Occupational Health Service, and the offer of employment will be subject a successful outcome of this assessment.

The hazards or safety-critical duties involved are as follows:

- Lone Working
- Regular manual handling

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.

Department – GLAM Divisional Office

The GLAM Divisional Office, which is led by the GLAM Registrar, comprises nine teams who deliver services and support across the GLAM division. They include Audience and Engagement Support, Collections Moves, Commercial Systems, Evaluation and Data Analysis, Gardens and Museums IT, Marketing and Communications, Museum Digital Collections, Partnerships & Engagement, and Research and Impact.

Division – Gardens, Libraries and Museums (GLAM)

Oxford University's Gardens, Libraries and Museums (GLAM) contain some of the world's most significant cultural and scientific collections. GLAM is a division within the University, which comprises: the Ashmolean Museum of Art & Archaeology, Bodleian Libraries, Botanic Garden & Harcourt Arboretum, Museum of the History of Science, Museum of Natural History and the Pitt Rivers Museum.

The Gardens, Libraries and Museums are integral to the delivery of the University's strategic aims of teaching, research and widening participation. They also embody the public face of the University, representing the front door to the wealth of knowledge and research curated by and generated at Oxford. Collectively they welcome over 3 million visitors each year.

The academic departments of the University are divided into four divisions: Humanities; Mathematical, Physical and Life Sciences; Medical Sciences; and Social Sciences. GLAM's collections and staff have strong connections with all of the academic divisions.

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)

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 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.

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 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.

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** of 30 September before the 70th birthday. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>.

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

There is no normal or fixed age at which staff in posts at 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 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.