

Job Description

Summary

Job title	Director of Communications
Division	Kellogg College
Department	Communications
Location	Banbury Road, Oxford, OX2 6PN
Grade and salary	Grade 8: £47,085 - £55,895 per annum
Hours	Full time (37.5 per week)
Contract type	Permanent
Reporting to	Finance Bursar
Vacancy reference	175143
Additional information	<i>Your normal working pattern might require you to work Saturdays, Sundays, evenings or Bank Holidays on an ad-hoc basis to support with wider college events.</i>

The Director of Communications oversees internal and external marketing and communications for Kellogg College, formulating and implementing effective strategies for internal and external audiences through a range of communication channels.

You will be responsible for developing engaging communications for our diverse stakeholder base and developing our channels so that they are as effective as possible. You will be responsible for raising awareness of Kellogg through print, broadcast and online media, and for evaluating and reporting on the success of your work.

With first-hand communications, website and social media management experience, your tasks will include developing the College website and social media channels and planning and producing engaging content for a range of channels. You will be responsible for advising on and delivering best practice communications to support student engagement and consultation activities.

You will provide leadership, advice and practical support for the continuing development of the College's marketing and communications.

Working in a collaborative way with a wide range of stakeholders will be a key part of this role. A high level of communication and the ability to build strong working relationships with many different colleagues are vital requirements.



Responsibilities

Strategic Planning

- Develop and deliver a five-year communications strategy for the College to showcase our work and raise our profile to internal and external audiences.
- Provide strategic planning for stakeholder analysis, user engagement, and communication activities for the College.
- Develop and implement effective marketing and communications, including consideration of audiences and their requirements using appropriate media.
- Manage the communications cost-centre budget of circa £70k, including preparing the annual communications budget submission.
- Identify areas for collaboration within the College and beyond, to gain exposure to new audiences
- Monitor activities and assess communications and consultation needs, instigating appropriate communications measures, analysing results, and implementing solutions.

Governance

- Service the Communications Committee.
- Advise Senior Management, Governing Body, and College Committees on best practice communications and marketing activity across all areas of College life.
- Provide expert advice to College staff and Fellows about communications activities including media relations.
- Devise and implement internal communications activity for College staff.
- Develop and oversee Brand guidelines for Kellogg, safeguarding the Kellogg Brand.
- Present at Communications Committee meetings, and give briefings to - and hold workshops for - Fellows, Staff and Students.
- Accountable for Kellogg reputation management, including in response to complaints and/or negative publicity; advising senior management where necessary.
- Responsible for crisis communications, accountability for internal and external communications in emergency situations and serve as a member of the crisis management team leading on communications.

Media Relations

- Write press releases, web content, and articles, and proof-read/edit all communications material.
- Work with the University News and Information Office to ensure that communication activity to external audiences is coordinated and streamlined.
- Initiate media contacts to raise the profile of Kellogg and its activities.

Campaigns and projects

- Liaise with the Director of Development & Alumni Relations on marketing and planning for fundraising campaigns.
- Conduct market research for College businesses (e.g., the Hub Café), assess marketing needs, plan and instigate appropriate marketing campaigns, analyse the results, and implement solutions to attract business from new external audiences.

Digital

- Lead the College's online presence and digital communications; this will include writing, editing and commissioning copy, as well as commissioning or creating film, audio, images and other graphical content.
- Advise Senior Management on making College events accessible to external audiences online, and oversee resulting communications activities.
- Ensure website design and content meets the College and broader University brand guidelines as well as their aims and strategic goals.

Print

- Oversee the College's printed marketing and communications materials: this will include writing, editing and commissioning copy, as well as commissioning or creating images and other graphical content.

Management

- Inspire the communications team and provide excellent management and personal development guidance to them. This will involve line management of the Communications Officer and taking responsibility for setting overall direction and priorities, developing strategies, setting deadlines, assessing outcomes, and overseeing completion of tasks, as well as supporting career development, identifying training and development needs, and conducting an annual Personal Development Review.
- Manage the College's relationships with external suppliers in the area of marketing and communications, including negotiating contracts and setting standards and briefs and ensuring output is within the College's and University's brand guidelines.

Additional Duties

- Coordinate responses to Freedom of Information enquiries received by the College, acting as the principal point of contact and maintaining records of replies given.
- Participate in external networks to benefit Kellogg and the University of Oxford.
- Deal with communications and marketing related enquiries.
- Any other tasks commensurate with the grade of the post, as required.

Selection criteria

Essential selection criteria

- A degree or relevant work experience.
- Significant relevant professional experience working in communications, marketing or PR.
- Experience managing and developing a website, writing a content strategy, CMS content editing, and writing for the web.
- Experience of project management and providing advice and guidance across an organization.
- Demonstrable experience evaluating communication activities and changing practice in relation to evaluation.
- Experience of arranging and preparing for events, workshops, meetings and appointments.
- Demonstrate an ability to acquire new skills quickly, keep up to date with rapid developments and identify the communications implications for these developments.
- Excellent communication skills: must demonstrate a confident, enthusiastic, personable and diplomatic approach to interacting with colleagues and building productive relationships within and beyond the College.
- Proven ability to multi-task, work flexibly and prioritise tasks with minimal supervision.
- High level of attention to detail and accuracy in written communications.

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. If you have previously worked for the University we will also verify key information such as your dates of employment and reason for leaving your previous role with the department/unit where you worked. 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.

Kellogg College

The President and Fellows of Kellogg are committed to supporting the lifelong learning work of the University and the expansion of opportunities for full-time, part-time and professional development students. Kellogg is Oxford University's most international College and, at present, comprises the President, 264 fellows, 43 Common Room Members, 68 Research Members of Common Room and more than 1430 Master's and Doctoral students (over 1100 part-time and 330 full-time). The College is based on the Norham Manor site in North Oxford, a short distance from the city centre. The College has a reputation for being a friendly and supportive community, which encourages diversity and excellence in all its activities. The College maintains its sense of community through its active calendar of events and its growing student accommodation.

Kellogg is a vibrant, growing, and egalitarian College and each of our members and our staff has the opportunity to shape our future and our traditions.

For more information, please visit: www.kellogg.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 at

vacancies@kellogg.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 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, flexible working options, travel discounts including salary sacrifice schemes for bicycles and electric cars and other discounts. Staff can access a huge range of personal and professional development opportunities. See <https://hr.admin.ox.ac.uk/staff-benefits>

Employee Assistance Programme

As part of our wellbeing offering staff get free access to Health Assured, a confidential employee assistance programme, available 24/7 for 365 days a year. Find out more <https://staff.admin.ox.ac.uk/health-assured-eap>

University Club and sports facilities

Membership of the University Club is free for University staff. It 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 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

We are a family-friendly employer with one of the most generous family leave schemes in the Higher Education sector. Our Childcare Services team provides guidance and support on childcare provision, and offers a range of high quality childcare options at affordable prices for staff. In addition to 5 University nurseries, we partner with a number of local providers to offer in excess of 450 full time nursery places to our staff. Eligible parents are able to pay for childcare through salary sacrifice, further reducing costs. See <https://childcare.admin.ox.ac.uk/>. We also subscribe to the Work+Family Space, a service that provides practical advice and support for employees who have caring responsibilities for dependants of all types. See <https://hr.admin.ox.ac.uk/my-family-care>

Supporting disability and health-related issues (inc menopause)

We are committed to supporting members of staff with disabilities or long-term health conditions, including those experiencing negative effects of menopause. Information about the University's Staff Disability Advisor, is at <https://edu.admin.ox.ac.uk/disability-support>. For information about how we support those going through menopause see <https://hr.admin.ox.ac.uk/menopause-guidance>

Staff networks

The University has a number of staff networks including for research staff, BME staff, LGBT+ staff, disabled staff network and those going through menopause. Find out more at <https://edu.admin.ox.ac.uk/networks>

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is 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.

Research staff

The Researcher Hub supports all researchers on fixed-term contracts. They aim to help you settle in comfortably, make connections, grow as a person, extend your research expertise and approach your next career step with confidence. Find out more <https://www.ox.ac.uk/research/support-researchers/researcher-hub>

Oxford's Research Staff Society is a collective voice for our researchers. They also organise social and professional networking activities for researchers. Find out more <https://www.ox.ac.uk/research/support-researchers/connecting-other-researchers/oxford-research-staff-society>