



# Associate Director – Communications and Events

Hybrid (two days per week onsite), Park End Street and Hayes House, Oxford and Egrove Park, Kennington

Grade 9: £55,636 - £64,228 per annum including the Oxford University Weighting of £1,500 per annum per annum

Permanent, full time (37.5 hours per week)

Saïd Business School, University of Oxford

Vacancy reference: 176967





## The role

The Associate Director for Communications and Events will lead Saïd Business School's media relations, social media, internal communications and events teams, ensuring the School's research, achievements, and brand are effectively communicated to internal and external audiences.

Reporting to the Chief Marketing Officer, this role will be responsible for developing and executing a cohesive communications and events strategy that supports the School's objectives, raises its profile, and enhances its reputation globally.

This role requires exceptional leadership skills, a deep understanding of media and public relations, and the ability to align the School's media, social media, internal, and events activities, with its strategic goals.

## Responsibilities

### Overall

- Develop and execute the School's communications and events strategy, integrating media, social media, events and internal communications, supporting the School's overarching marketing strategy.
- Lead, mentor, and manage the Communications and Events Team, which includes two Media Managers, an Events Manager, Social Media Manager and Internal Communications Manager, ensuring that each department operates effectively and contributes to the overall strategy.
- Provide strategic direction and guidance to the team, ensuring that team members deliver high-quality work that aligns with the School's goals.
- Oversee the performance and development of direct reports, ensuring that each team member has clear objectives and receives the support needed to achieve their goals.

- Foster a collaborative, creative environment, ensuring that the team works efficiently and effectively together to deliver exceptional results.

### Media

- Develop and execute the School's media strategy, ensuring key messages, research, and achievements are communicated effectively to global audiences, especially through key business and HE titles.
- Shape and lead high-impact media campaigns, working with Media Managers to generate positive coverage in domestic, overseas and global media outlets.
- Oversee proactive and reactive media activities, ensuring that the School responds effectively to media inquiries and builds strong relationships with journalists and influencers.
- Support the School's leadership in raising their profiles in the media, providing media training as required, and guidance on key messaging and communications.

### Social Media

- Develop and execute the School's 'organic' social media strategy to amplify the reach and exposure of the School's key messages, research, and achievements.
- Ensure the Social Media team works closely with Media, Events, Internal and Owned Content and Brand Teams, to identify and align on engaging social post opportunities.
- Oversee the reporting, analysis and insights on the School's social media performance and provide recommendations on opportunities for increasing the School's visibility through social channels.
- Support the School's Dean in creating content for his social media and driving up engagement.



## Event Management

- Work with the Events Manager to ensure events, from conferences to alumni engagements, support the School's communications objectives.
- Ensure high-profile events are integrated into the broader communications approach, leveraging them as opportunities to increase visibility and media coverage.
- Support the delivery of successful events, providing guidance and ensuring alignment with the School's communications, branding and marketing goals.

## Internal Communications

- Develop and execute the School's internal communication's strategy.
- Lead the management of, and content creation for, our internal communications channels, including our Intranet, all-staff town halls, and School newsletter, increasing colleagues' engagement with them.
- Collaborate with teams across the School, including HR, Finance and Facilities, so colleagues are kept updated on business useful/critical communications.
- Ensure the School's Dean and wider Leadership Team are visible and accountable across the organisation.

## Stakeholder Engagement

- Work closely with senior leadership and faculty to promote key initiatives, research, and programmes through our communications channels.
- Build and maintain strong relationships with external stakeholders, including journalists, media outlets, event partners, and influencers, to maximise the School's visibility.

- Work with wider Oxford University communications community, including the central Public Affairs Directorate, to seek opportunities for collaboration and wider amplification of our messages on wider University channels.
- Collaborate with internal teams (Marketing, Digital, Development, Programme Teams) to ensure internal and external communications and events efforts align with broader School objectives and campaigns.
- Lead communications for the School's community engagement work, helping colleagues manage our impact on the local community in and around Oxford.

## Crisis Communication

- Manage crisis communications, ensuring that the School responds promptly and effectively to any issues that may impact its reputation.
- Develop and maintain crisis communication plans, ensuring that the team is prepared to manage media inquiries and public relations challenges.
- Act as the primary spokesperson for the School during major crises, working closely with senior leadership to mitigate and manage reputational risks.

## Reporting and Evaluation

- Track and evaluate the success of communications campaigns, social media, events and internal communications using data and insights to inform future strategy.
- Report regularly to the Chief Marketing Officer on the performance of media activities, events, and design outputs, highlighting key successes and areas for improvement.



- Highlight successful media coverage across the School and wider University community.
- Use media tracking tools and analytics to monitor media coverage, audience engagement, and overall impact.

### Demonstrating Saïd Business School Values

- Transformational: Lead the Media and PR team in delivering campaigns and events that transform how the world perceives Saïd Business School, raising its profile globally through high-impact media and events strategies.
- Respectful: Build and maintain respectful relationships with internal and external stakeholders, ensuring all communications and media activities reflect the School's inclusive and ethical values.
- Entrepreneurial: Embrace innovation in media, social media, PR, and event planning, continuously seeking new opportunities to enhance the School's media presence and engagement.
- Collaborative: Work closely with the Media and PR team, senior leadership, faculty, and external partners to ensure that media and event strategies align with the School's goals and are delivered collaboratively.
- Purposeful: Ensure that all media, PR, and event activities contribute meaningfully to the School's mission and broader strategic objectives, driving positive engagement and growth.
- Excellence: Maintain the highest standards of quality in media and PR activities, ensuring that the School's brand is represented with integrity, professionalism, and world-class standards.

## Selection criteria

### Essential selection criteria

- Proven leadership experience in high performing communications teams. Strong leadership and team management experience, with the ability to mentor and develop a team while driving high performance.
- Expertise in communications strategy development, including experience delivering high-profile campaigns, successful events and managing crisis communications.
- Exceptional communication skills, with the ability to engage effectively with journalists, influencers, senior leadership, and internal stakeholders.
- Experience working closely with, or leading, social media teams, with a solid understanding of social media channels and metrics.
- Ability to identify and exploit communications opportunities and turn them into positive news coverage.
- Project management experience, with the ability to oversee multiple projects and departments simultaneously, while maintaining high standards.
- Excellent organisational skills, with a strong attention to detail and the ability to prioritise tasks and deadlines in a fast-paced environment.

### Desirable selection criteria

- Experience in a HE environment
- Experience working with business media





## 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](http://www.ox.ac.uk/about/organisation).

## Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom

and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

## Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at:

<https://www.sbs.ox.ac.uk/about-us/school/sustainability>.

## Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.





## Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

### Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

### Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

### Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

### Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

### Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

### Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

## Wellbeing

Saïd Business School acknowledge the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at [www.sbs.oxford.edu](http://www.sbs.oxford.edu).

## Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.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).

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.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving.
- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

## 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 [HR.Recruitment@sbs.ox.ac.uk](mailto:HR.Recruitment@sbs.ox.ac.uk).

To return to the online application at any stage, please go to [www.recruit.ox.ac.uk](http://www.recruit.ox.ac.uk).

Please note that you will receive an automated email from our e-recruitment system 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.



## Oxford Saïd Exclusive Benefits

### Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

### Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

### Employee Assistance provider

Health Assured is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

## University of Oxford Benefits

### Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

### Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See <https://hr.admin.ox.ac.uk/staff-benefits>.

## Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 10%-14%.

## University discounts

All University staff can purchase a TOTUM discount card for £14.99 for 12 months (£24.99 for 2 years, £34.99 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

## University Club

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](http://www.club.ox.ac.uk) and <https://www.sport.ox.ac.uk/>.

## Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.







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United Kingdom  
[www.sbs.oxford.edu](http://www.sbs.oxford.edu)

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford