Digital Communications Officer

Grade: University Grade 6 £28,098 p.a. - £33,518 p.a.

Nature of Contract: Full-time (permanent)

Reporting to: Editor (communications lead)

Working as part of a small communications team, the Digital Communications Officer will deliver an ambitious digital strategy across social media, email and a soon-to-be-launched new website.

This newly created position will join the team at an exciting time of renewed emphasis on communications. The focus is to raise the profile of Green Templeton College and the work of those associated with it through high-quality, effective storytelling and engagement with our audiences. It will have responsibility and autonomy to engage proactively with fellows, students and staff.

The successful candidate will have day-to-day responsibility for ensuring all digital channels reflect the strength and breadth of college activities. This is an externally-facing role requiring a high level of initiative and creativity. It will serve as a respected and leading voice across college on communications, including deputizing for the communications lead as required.

Key responsibilities:

Social media and email

- Lead on reviewing and prioritizing the college’s social media profile, including the platforms used and respective levels of activity and attention
- Establish appropriate voice and create and post engaging content daily to priority platforms, including Twitter
- Produce and send regular email updates to both college community and broader audiences. Review existing email systems with a view to establishing new ones
Content production
- Write and edit engaging news items and articles
- Grow online engagement for activities from across college life, including events
- Take photographs around college activity and establish a single image library
- Develop new stream of video content

Website management
- Responsible for the smooth running of website, acting as the college’s liaison with our external digital agency
- Manage website content flow to ensure that it is up-to-date and responds to needs of users and content providers
- Develop and implement system for regular analysis of digital metrics across website and other platforms

Brand
- Support efforts to consolidate and rationalize visual identity through the consistent application of best practice across digital platforms
- Advise on use of the college’s logo and broader visual identity as required
- Take proactive responsibility for ensuring proper checks are in place to protect the college’s reputation

Other
- Become a respected and leading voice across college on all communications activities and deputize for the communications lead as required
- Manage updates to digital signage
- Support internal communications, including through management of intranet content in conjunction with the Head of Library and Information Services

PERSON SPECIFICATION
The successful candidate will be able to demonstrate that s/he has or is:
- Creative individual with practical and problem-solving approach
- Experienced working with WordPress or similar CMS
- Following latest trends in social media, ideally with demonstrable proof of stewarding transformational change on one or more platforms previously
- Understanding and experience of bulk email production and distribution
- Excellent written and oral communications skills, including in producing copy for a range of audiences and purposes
- High level of attention to detail, including when working under pressure.
- Bright with inquiring mind and interested in academic profile of college and its related activities
- Availability to work outside normal office hours and at weekends on occasions (we are open to proposals for flexible working)
It would be desirable for applicants to have:
- Knowledge of video production
- Experience taking and editing photos

**Terms and Conditions of Employment**

**Employer:** Green Templeton College. The College is an independent employer and does not automatically apply University of Oxford employment terms and conditions or policies.

**Reporting:** Editor

**Location:** The successful applicant will be based on the site at Green Templeton College, Woodstock Road, Oxford, OX2 6HG. The post may require travel to, and work at, other College and University sites.

**Hours:** 37.5 hours per week. We are open to proposals for flexible working.

**Salary:** University Salary Scale 6 £28,098 p.a. - £33,518 p.a.

**Holiday:** 38 days per annum (including 8 Bank Holidays and College closure days).

**Sickness:** Related to the length of service, rising to six months full pay and six months half pay after five years of service.

**Pension:** The post is pensionable and the post holder eligible for membership of the Universities Superannuation Scheme (USS).

*Free lunches are provided when the kitchens are open.*

**Parking** is available on site on a first come first served basis. This is not a contractual right for staff and it may be removed at any time.

**How to apply**

Please submit the following, quoting job reference number GTC-132 to hr@gtc.ox.ac.uk

- A curriculum vitae giving details of relevant achievements as well as your educational and professional qualifications.
- A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification
- Details of your latest salary, notice period and names and contact details of two referees. We will assume that we are free to approach referees at any stage of the application process unless the applicant states otherwise.
otherwise. Please state such requirements explicitly alongside the details of the relevant referee(s);
  o Telephone contact numbers, which will be used with discretion.

- **If you want to arrange an informal conversation about the role before applying, please contact Nick Parrott at nick.parrott@gtc.ox.ac.uk**

It is possible, but not preferred, to send applications by post to Human Resources Department, Green Templeton College, Woodstock Road, Oxford OX2 6HG.

**Recruitment Timetable**
The closing date is Friday 7 September 2018 at noon. Interviews are likely to take place between 21 - 28 September 2018, but as there are several staff members involved in the selection process it will not be possible to alter the interview date, once agreed.

In the interests of economy we will only contact those candidates who have been shortlisted for interview and they will be informed by telephone or email. Applicants are welcome to telephone or email to check the progress of their application.

**Data Protection**
All data supplied by applicants will be used only for the purposes of determining their suitability for the post, and will be held in accordance with the principles of the Data Protection Act 2018 and the College’s Data Protection Policy.

**About Green Templeton College:**
Green Templeton College is a graduate community at the heart of the University of Oxford. It brings together students, academics and practitioners with a particular focus on business and management, health and medicine, and social sciences.

Green Templeton is interdisciplinary in approach, and offers a family-friendly and outward-looking environment within a traditional Oxford setting. Its core community of over 800 comes from more than 75 countries.

We are committed to equality and diversity, in both law and spirit. The diversity of our global community of students and staff is one of our greatest assets and the inclusion of all, regardless of gender, sexual identity, race, ethnicity or class, is one of our foundational principles. Our core values include equality of opportunity and non-discrimination and we expect all members of the College to uphold these in all our practices and activities. Collaborations and interactions among students and fellows are actively encouraged and our egalitarian ethos is epitomized by a single common room and the absence of a high table.

The heart of the college on the Woodstock Road features the beautiful and iconic 18th century Radcliffe Observatory. The city centre and the railway station are within easy walking distance.