Communications and Marketing Officer (Part Time, 0.2 FTE)

Job Description

The context, opportunities, and challenges of this role

Wycliffe Hall is a Permanent Private Hall of the University of Oxford, and an Anglican theological college in the evangelical tradition, committed to excellence in teaching and research, thereby making a significant contribution to the intellectual life of the University and the wider society. Our mission is to be a centre for the renewal of Christian prayer, character, preaching and thinking. We have about 110 students, of whom around 40% are Church of England ordinands. Students study for undergraduate and graduate qualifications, from the certificate to doctoral level, and come from a wide range of backgrounds. We are committed to expanding that range.

The Hall's Communications and Marketing department is managed by Matthew Armstrong, the Director of External Relations. Grace Jeon, the Communications and Marketing Officer, oversees the implementation of their plans. This newly-created part-time position will leverage the department's existing strengths and enable the post-holder to undertake specific projects and responsibilities.

The successful candidate will be critical to the efficacy of the Hall’s mission and its ability to continue to attract high-quality students. We expect the postholder to strengthen external communications at Wycliffe and help influence long-term communication and marketing plans for significant work areas such as student recruitment, profile raising, donor stewardship and marketing of commercial opportunities.

The post holder will be crucial in delivering on-brand and engaging content that inspires our external stakeholders and church communities to act. These should be innovative and compelling communications that can be marketed across a wide range of our channels.
Duties and responsibilities

1. Create, develop, and promote inspiring content that tells the story of the impact of our work across the world on various platforms.
   · Support the seeking out, curating, and promoting stories from students, staff, and alumni, supporting others to tell their stories well.
   · From the bank of Wycliffe Hall’s stories, curate an online newsletter, telling the story of change and challenges arising from philanthropic support.

2. Enhance the development and management of the design and content of the Hall’s website and newsletter.
   · Project manage all film/photo/publications/online activity relating to allocated programmes and projects, working with other third-party specialists to deliver specific tasks and objectives.
   · Assist in organising existing photographs within the shared folders for use within the website and newsletter.
   · Update the website to ensure that it holds accurate information.

3. Ensure the integrity of communications across stakeholder networks.
   · Be the primary point of contact for queries relating to media and communications and provide guidance and advice where necessary.
   · Oversee our external mailing lists and subscribers.
   · Establish connections and work closely with counterparts in other organisations, such as Friends of Wycliffe Hall, to develop mutually beneficial communications.
   · Actively participate in the University of Oxford’s Communications network.
   Work closely with and support colleagues to ensure all significant communication activities and initiatives follow coordinated action and best practices.

4. Develop and maintain the integrity of style, brand, and tone of voice guidelines.

Other duties commensurate with the responsibilities of this post as required.
Key Selection Criteria

**Role related skills:**

- Experience in using a website content management system.
- Experience in digital and print communications and publishing.
- Experience in managing social media platforms.
- Experience producing targeted, creative, and relevant promotional material and media from the concept.
- Outstanding written and verbal communication skills, including strong attention to detail, excellent spoken and written English

**Desirable skills:**

- Exposure to the communication and marketing challenges of a university
- An awareness of the communication and marketing issues within the Church of England

**Personal Aptitudes:**

- Ability to operate at a strategic level and deal with detail as required.
- A collaborative, proactive working style and a desire for excellence in all areas of work
- Excellent interpersonal skills and the ability to confidently relate to colleagues, students, and external stakeholders from a wide range of backgrounds.
- The ability to work independently and as part of a team whilst managing and prioritising a busy workload.
- Evidence of solid intellect and analytical skills, demonstrable through educational qualifications or equivalent professional or life experience.
- Sympathetic to the vision, mission, and values of the Hall

Responsible to: Director of External Relations
Key Relationships: External Relations Team, Senior Management Team, Student Recruitment Team.
Remuneration:
This post is offered subject to the satisfactory completion of a six-month probationary period and the capability and disciplinary provisions in the employee handbook. The salary is provided on Wycliffe Hall’s scale (linked to the University of Oxford) between £32,000 and £37,000 p.a. FTE (£6,400 - £7,400), depending on experience.

Pension:
Wycliffe Hall will contribute an amount equal to 10% of salary to a Group Personal Pension Scheme.

Working hours:
This is a part-time post. 0.2 FTE

Notice Period:
The standard notice period is three months.

Holidays:
Initially, 25 days per year (FTE), in accordance with the College Holiday Policy, in addition to public holidays, which, if these fall during college term, shall be taken at an agreed time during vacations.

Meals in College:
The appointee will be entitled to free college meals during working hours except when the kitchen is closed.

DBS Disclosure
An enhanced DBS Disclosure will be required.

Application Process:
To apply for this post, please send the following:
1. A full CV
2. A cover letter outlining your reasons for applying and demonstrating how you meet the key selection criteria.
3. The names and contact details of two referees

Applications are to arrive by 12 Noon, Friday, 24th November 2023.

Please send applications to Mona Liu, Wycliffe Hall, 52-54 Banbury Road, OXFORD, OX2 6PW, or vacancies@wycliffe.ox.ac.uk.

The job description is correct in November 2023. It will, however, be discussed between the appointee and the line manager and may be amended following consultation to reflect developments in or changes to the job.