



WYCLIFFE HALL

Communications Officer

Job Description

Wycliffe Hall (Oxford) wishes to appoint a Communications Officer. A coherent communications approach to key stakeholders both within the Hall and externally, using a variety of printed and digital media is of critical importance to the effectiveness of the Hall's mission and its ability to continue to attract high quality students and to receive significant development funding. The role of the Communications Officer is to work with the Senior Management Team to develop the Hall's communications strategy and then to implement it across channels and stakeholders, working with colleagues across all aspects of the Hall's activities.

Wycliffe Hall was founded in 1877 and is an international centre for evangelical Christian life and thought within the University of Oxford. It is both a theological college of the Church of England and a Permanent Private Hall of the University of Oxford. Our vision is to see the nations transformed by the gospel as we train lifelong disciple makers, in community, with excellent Bible-centred teaching, in the thought-provoking city and University of Oxford.

Our primary focus is on training ordinands, mainly for the Anglican ministry. We also welcome independent students, postgraduates and a variety of other students. The total student body is usually in the region of 110-130, including (for 2019/20) around 60 Anglican Ordinands.

Key Responsibilities

1. Working with the Senior Management team, to set the Communications Strategy for the Hall
2. Lead the implementation of communications, public relations and press activities for the Hall
3. Ensure that effective communication plays a key role in recruiting high quality students to the Hall and facilitates relationships with leading external donors
4. Lead the planning and development of cross-platform (digital/print) communication campaigns in collaboration with key stakeholders
5. Initiate and lead the development, design, production and dissemination of key print and digital publications and communications in collaboration with key members of the Hall
6. Responsible for the Hall's social media communications and tools (including Facebook, Youtube, Twitter, Instagram, Sound Cloud and LinkedIn)

7. Enhance the development and manage the design and content of the Hall's website and microsites for specific initiatives.
8. Monitor, analyse and review communication activities and provide feedback and reports as required
9. Manage the budget for communications-related activities in conjunction with other budget holders
10. Proactively explore new ways of promoting the Hall through new technologies and media
11. Act as first point of contact for queries relating to media and communications and provide guidance and advice where necessary
12. Work closely with and support other colleagues to ensure co-ordinated action and best practice is followed in all major communication activities and initiatives.
13. Implement the Hall's brand style to ensure it is used consistently with all stakeholders.
14. Other duties commensurate with the responsibilities of this post as required

Key Selection Criteria

Role related skills

1. Experience of using a website content management system
2. Experience of digital and print communications and publishing
3. Experience of leading public relations activities and campaigns
4. Experience of managing social media platforms
5. Experience producing targeted, creative and relevant promotional material and media from concept
6. Outstanding written and verbal communication skills, including a strong attention to detail, excellent spoken and written English.

Personal Aptitudes

1. Ability to operate at a strategic level, as well as dealing with detail as required
2. A collaborative proactive working style and a desire for excellence in all areas of work,
3. Excellent interpersonal skills, and the ability to relate to colleagues, students, and external stakeholders from a wide range of backgrounds with confidence
4. The ability to work both independently and as part of a team, whilst managing and prioritising a busy workload.

5. Evidence of strong intellect and analytical skills, demonstrable through educational qualifications or equivalent professional or life experience

6. Sympathetic to the vision, mission and values of the Hall

Responsible to: The Bursar.

Key Relationships: Vice Principal/Academic Dean, Student Recruitment and Admissions Officer, Development Director.

Remuneration

This post is offered subject to the satisfactory completion of a 6-month probationary period and the capability and disciplinary provisions set out in the employee handbook. The salary is provided on Wycliffe Hall's scale (linked to the University of Oxford) between £29,000 and £31,000 p.a. FTE 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 with the expectation of a minimum of 25 hours per week.

Notice Period

The standard notice period is 3 months.

Holidays

Initially 25 days per year (pro rata), 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.

Application Process

To apply for this post, please send the following:

- 1) A full CV.
- 2) A covering 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 **5pm, Friday 3rd April**. Interviews are likely to take place at Wycliffe Hall on **Tuesday 14th April**.

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