Job Description

Job Title: Communications Manager

Reporting to: Bursar

Hours: Full time

Grade: 7

Overview of the role
The Communications Manager manages internal and external marketing and communications for St Antony’s College. You will formulate and implement effective strategies for our audiences through a range of communication channels and develop and oversee the strategic framework for our communications. You will also take a hands-on delivery role to ensure that the worldwide community of students, Fellows, Members, staff, alumni, and friends all feel part of St Antony’s as lifelong Antonians. You will evaluate and report on the success of your work and provide professional expertise, advice and practical support for the continuing development of the College’s marketing and communications.

With first-hand communications, website and social media management experience, your tasks will include developing the College website (including its internal pages) and social media channels, and devising, planning and producing engaging content for our audiences. You will be an effective communicator and collaborator, responsible for advising on and delivering best practice communications to support our regional study centres and promoting student and alumni engagement.

You will work closely with the Development Office, and one day per week will be supported in this by the Development Coordinator. You will have a dotted reporting line to the Development Director although your formal reporting line will be to the Bursar. In addition, you will work with, support, and be supported by a number of colleagues who are responsible for communicating about the department or regional study centre in which they are based.

Main Duties and Responsibilities
Strategy, planning and evaluation
Develop and deliver innovative and effective engagement, marketing, and communications strategies and campaigns to support and promote the work of the College:
• Develop and oversee the implementation of a framework for effectively managing internal and external communications with a wide range of stakeholders, including prospective, new and current students; alumni; conferencing; staff; Fellows; and College Members. This will involve applying a thorough working knowledge of standards and best practice and proactively supporting colleagues through the provision of tailored communications training and professional advice.

• Develop, deliver and evaluate the success of innovative and effective engagement, marketing, and communications strategies and campaigns to support and promote the work of the College and engage our audiences, using data and evidence to inform your work.

• Maximise the impact of digital content across all platforms, analysing data to evaluate and report on the success of your work, to inform decision-making, and to take action as appropriate, for example where adjustments are required.

• Use digital marketing tools as appropriate to ensure that outputs are effective and tracked, for example to improve student journeys and recruitment.

• Develop a Crisis Communications Framework for the College, secure agreement with key stakeholders and workshop/embed this with colleagues.

• Manage the College’s communications budget.

• Identify, develop the business case for, and implement suitable software to manage College communications as required, supporting internal users as appropriate with implementation.

Content development
Create and deliver compelling, engaging, professional copy and content which is informed by data and analytics, and is accessible, appropriate and engaging for our target audiences (particularly students and alumni), taking account of the international nature and academic profile of the College.

Specifically, you will:

• Oversee the creation of, and create content for, a range of College publications, supported by the Development Coordinator in relation to the Weekly Events Bulletin, monthly staff newsletter, annual report, and The Antonian (a termly alumni newsletter).

• Build the College’s presence on social media. You will lead the development of a content plan for regular social media and digital content, ensuring it is integrated sufficiently with other communications activities and liaising effectively with relevant stakeholders, including in the College’s regional study centres.

• Generate ideas for, and create, new content that support the College’s brand and identity, in line with the content plan. This will include generating ideas for publications, social media and the website, and creating:
  - imagery and video material
  - stories from Fellows, Students, College Members and Antonians (working where necessary in coordination with the centres)
  - leading on the publishing and promotion of student and tutor blogs
You will also work with students on content for the website and social channels such as research stories/profiles, ‘day in the life’ and insta takeovers.

• Take photographs of College events and ‘moments’, and record videos of College grounds and community members to promote internal and external engagement.

• Oversee and provide overall management of the College’s new website including the development of internal pages. You will update content yourself where appropriate, and give guidance and training to colleagues in other departments and centres to maintain content, ensuring the website remains up-to-date, relevant and accessible.
• Develop and share targeted digital content for email marketing campaigns, websites and social media, including podcasts, short videos, blog posts and infographics.
• Launch termly podcast of interviews with Fellows and alumni.
• Work with the Academic Office and Development Manager to identify and implement actions to engage graduands, with the goal of converting them to involved alumni.
• Support the Development Director with scholarship outreach (through written and spoken testimonials by scholarship holders and sharing success stories).
• Work with the Memberships Manager to identify and disseminate stories relating to College Members.

Support and training
• Oversee and ensure adherence to information management and communications standards, codes of practice and legislation through the provision of advice and guidance to colleagues.
• Act as a key point of contact for the Development Coordinator, providing day-to-day guidance on their communications duties and allocating tasks.
• Work with colleagues to ensure adherence to brand guidelines.
• Deliver an effective branding strategy for all College-branded products.
• Support and enable colleagues to use standardised templates (e.g. letterheads etc) and the College’s Coat of Arms.
• Engage with departments and centres to communicate the St Antony’s brand effectively, using the brand guidelines and with the College’s publicised values in mind.
• Provide advice, guidance and good practice on communication issues and the most effective approaches to successfully managing internal and external communications and the College’s communications framework, creating original material for this purpose (for example, ‘tone of voice’ guidelines and ‘how to’ guides).
• Deliver training to colleagues to enable high-quality communications, and respond positively to requests for communications support from staff and Fellows.
• Act as a business partner to the Senior Administrative Officers and other colleagues as required. Specifically:
  - Proactively support the Academic Office with communications to current and incoming students and Members, and work with them to ensure that St Antony’s worldwide profile is globally competitive, attracting strong applicants from diverse backgrounds.
  - Proactively support the Accommodation and Conference Team with online marketing activities and the development of new website content as required.
• Engage with the colleges’ Communication Officers network and/or other relevant networks/groups in order to share information, promote good practice and ensure pan-University communications are coordinated/shared as appropriate.
• Additional duties appropriate to the grade as may be required by the Bursar.

Person Specification
Essential
• Educated to degree level or equivalent, ideally in a marketing or communications-related discipline, or with equivalent professional experience.
• Proven professional communications experience in print, digital and social media.
• Proven experience of creating effective web content.
• Experience of writing and implementing guidance, frameworks, and /or strategies.
• Excellent oral and written communication skills, including the ability to distil complex messages in simple formats (whether text, image, audio or video, or a combination).
• Creativity and experience of generating imaginative ideas for new content.
• Significant experience of using web content management systems and Google Analytics.
• Demonstrable skills and significant experience in the professional use of social media and the development of digital content to engage online audiences such as videos, infographics and podcasts.
• Ability to problem solve and resolve situations independently in a complex environment, as well as the good judgement to refer issues to others when appropriate.
• Able to organise and manage a busy workload with minimal supervision and to project manage, including the ability to re-assess priorities and respond positively to changing requirements.
• Excellent interpersonal skills including diplomacy, and the ability to inspire the confidence of and work collaboratively with colleagues at all levels.
• Exceptional attention to detail.
• Thorough understanding of standards and legislation applicable to information management and communications (e.g. GDPR, PECR, accessibility, etc) and ability to apply this in your work and through the provision of advice, support and guidance to colleagues.
• Good team player, willing to support and help others as required.
• Professional approach to work.

Desirable
• Experience of working in an academic environment or in education
• Commitment to working in, and understanding of, an international and multicultural environment.
• Interest in and knowledge of the academic profile of St Antony’s.
• A commitment to continued professional development, including a completed (or working towards) a CIM/CIPR qualification.