

Lady Margaret Hall

JOB DESCRIPTION

Head of Communications

Purpose

This position is designed to improve and enhance the College's communications with internal and external stakeholders and to increase its level of engagement with target audiences.

Reporting Line

The Head of Communications reports to the Principal, and will work closely with a range of colleagues including the Development Director.

Main Areas of Responsibility

Strategic

1. To prepare a communications strategy for the College which takes account of priorities, audience requirements, timescales, communication channels and resources, and to establish an effective plan to implement the agreed strategy to key audiences:
 - i. External - alumni, academics, prospective conference clients/guests and support staff (recruitment)
 - ii. Internal - Fellows, academics, students and support staff.
2. To have overall responsibility for delivering the agreed communications strategy through a range of channels, including digital, social media and print.

Delivery

3. To lead the College's digital communications and enhance our online presence:
 - a. Working with department heads to develop and implement a relevant digital strategy to drive our communications
 - i. To act as editor of the College's website, ensuring that it is set up, managed and regularly updated with relevant, engaging and current material
 - ii. Assist departments in determining relevant up to date information for the website, developing the intranet or other ways of sharing internal information effectively
 - iii. Explore the best uses of social media and develop the College's presence as appropriate
 - b. Work pro-actively with members of the College to propose and provide use of film, podcasting and other media as required for LMH purposes, as well as input into the edit processes and publicity planning for each project.
 - c. Guide and advise colleagues on how best to host and promote online events along with editing recordings for posting on social media.
 - d. Ensure the photo library is constantly updated through taking photographs and commissioning students, ensuring appropriate permissions are in place.
4. To develop and oversee the College's print communications ensuring that:

- a. They are created / updated as required
 - i. This will include project management of the alumni publication *LMH News* and supporting the alumni association with the *Brown Book*.
 - b. Create graphics and posters as required.
5. To initiate and manage public relations for LMH
 - a. Become a respected and leading voice across College on all communications activities
 - b. Develop links with the press office at the central University (Public Affairs Directorate), with external relations teams and student press contacts
 - c. Initiate media contacts to raise the profile of LMH and its activities
 - d. React to outside and internal events and developments and ensure that the College's representative(s) respond in an appropriate and timely fashion, liaising with external advisors where necessary.
 6. To strengthen our communications with Alumni across all our channels. Support the Development Team through communications and brand aspects of the fundraising Campaign.
 7. Where requested to advise teams across the College on the communication aspects of their work.
 8. To develop College guidelines on both design and tone of voice, acting as custodian of LMH's brand and communications guidelines.
 9. To support student committee members and societies as required by giving guidance and assistance to their own communications projects.
 10. To keep abreast of new media developments and recommend changes and additions to College marketing and communications strategies as appropriate.
 11. Provide an out of hours emergency contact service for media enquiries when required. Monitor social media out of hours where required.

Qualifications, Skills & Experience

Essential

1. Educated to degree level
2. Substantial experience in a similar role.
3. Basic technical knowledge of CMS
4. Advanced written and verbal communication skills in English.
5. Advanced editing and proof-reading skills.
6. Sound digital communication skills.
7. Excellent PR and media skills.
8. Sound knowledge of data protection and copyright.
9. Previous experience of creating and implementing a Communication strategy.

Desirable

1. Previous working experience in a similar role within higher education.

Terms and Conditions

The salary will be £45,000 - £50,000 *per annum* (negotiable) for a 37.5-hour week.

Benefits of working for the College include 36 days holiday (including bank holidays), the option to join a University pension scheme and one free meal per working day.

Additional benefits include a free annual flu jab, a parking permit scheme, a childcare salary sacrifice scheme, a bicycle purchase scheme, a bus and Train Season Tickets

Application Process

To apply for this position, please send a CV, cover letter and equal opportunities monitoring form to recruitment@lmh.ox.ac.uk, or by post to the HR Office, LMH, Norham Gardens, Oxford, OX2 6QA by mid-day on Monday 24th October 2022.

Equal Opportunities

The College's Equal Opportunities Policy aims to ensure that in the recruitment, selection, training, appraisal, development and promotion of employees, the only consideration must be that the individual best meets, or is likely to meet, the requirements of the programme or course or post.

Lady Margaret Hall is committed to provide a learning, working and social environment in which the rights and dignity of all its members are respected, and which is free from prejudice, intimidation and all forms of harassment, including bullying. We seek to ensure that no-one suffers, either directly or indirectly, as a result of discrimination.

Lady Margaret Hall has a range of family-friendly policies.

September 2022