## JOB DESCRIPTION

This job description outlines the key outputs required from the Job Holder and the tasks necessary to achieve them. It is not a definitive list, and the role may well change and evolve.

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Communications and Marketing Manager</th>
<th>Department</th>
<th>President’s Office</th>
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<tr>
<td>Reports to:</td>
<td>President</td>
<td>No of staff reporting</td>
<td>0</td>
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Summarise in one or two sentences the purpose of the role:

To design and implement a comprehensive College Communications and Marketing Strategy by creating tailored marketing and communications materials for all audiences. Strengthen College communications with key constituencies and contacts and promote events to raise the profile of the College. To manage the College website and social media presence by adding, updating and maintaining information.

### Key Outputs of the Role

- Work collaboratively with Fellows of the College in the development and implementation of a website and social media communications strategy for the College, to raise its profile externally and in support of recruitment and fundraising
- Manage website and social media channels, ensuring accurate, consistent and timely information is posted
- Regularly review and refresh website format and content, commissioning new content as appropriate.

### Outline the key tasks necessary to deliver the outputs defined above:

#### Communications and Marketing Strategy

Design and implement a communications and marketing strategy for the College to raise its profile externally and in support of fundraising.

Responsibility for delivering the communications plan, working in collaboration with the College functions to ensure consistency of message and alignment of content.

Manage the investigation and collection of relevant market research. Analysing and interpreting data in line with the requirements of the College Strategy to inform future College communications.
Promote major events in order to raise the profile of the College and engage key constituencies, including commissioning promotional material associated with events.

Regularly report to Council and Governing Body, through termly Website and Social Media report.

**External communications**

Research, write and promote stories on the website, social media and external media. Liaise with external media channels and the University’s central communications’ team to ensure impact.

Responsibility for the major reputational themes of the College, including the College lecture series.

Work across all departments to raise the profile of the College.

Support events on the day, including social media and photography.

Conduct regular audits to ensure that social media is effective and engaging, including measuring against other colleges.

Where required, commission external consultants to design and produce hard copy and digital material.

**Web and Digital Editor**

Develop the website on an ongoing basis and oversee the collateral publications.

Source, write, edit and add new pages to the website; updating information about Fellows/staff and maintain the website calendar.

Ensure all aspects to ensure that content is appealing, engaging, up-to-date and delivering appropriate messages, monitoring analysis as appropriate.

**Budget management**

Plan and maintain the departmental budget, ensuring value for money, reporting as appropriate.

The above is not an exhaustive list of duties. The post-holder may be asked to take on different tasks as required and all employees are expected to work collaboratively to support the overall work of the College.
### Additional skills and responsibilities:

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<th>Decision Making Authority:</th>
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<td>Budgetary Responsibility</td>
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### Practical / Physical Requirements:

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<th>Briefly, state any other relevant information:</th>
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<tbody>
<tr>
<td>The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.</td>
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<tr>
<th>Reviewed By:</th>
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<tbody>
<tr>
<td>Approved By:</td>
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