

JOB DESCRIPTION			
<p>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.</p>			
Job Title:	Communications and Marketing Manager	Department	
Reports to:	Bursar	No of staff reporting	0
Summarise in one or two sentences the purpose of the role:			
<p>To be the lead on all communications and marketing matters for Clare Hall, including media relations, creating tailored marketing and communications materials for all audiences. Strengthen College communications with key constituencies, protecting and promoting the profile of the College. Manage the College website and social media presence by adding, updating and maintaining information.</p>			
Key Outputs of the Role			
<ul style="list-style-type: none"> • Work collaboratively with the President and Fellows of the College in the development and implementation of a communications and marketing strategy for the College, to raise its profile externally and in support of member engagement, recruitment and fundraising. • Manage the College’s website, intranet and social media channels, ensuring accurate, consistent and timely information is posted. Regularly review and refresh website and intranet format and content, commissioning new material as appropriate. • Collate and send regular e-news and email content. • Review the communications and marketing strategy to ensure adaptation to changing priorities. 			
Outline the key tasks necessary to deliver the outputs defined above:			
<p>Communications and Marketing Strategy</p> <p>Continuously update and refresh the communications and marketing strategy for the College to raise its profile externally and in support of fundraising.</p> <p>Responsible for delivering the communications plan, working in collaboration with the various College functions to ensure consistency of message and alignment of content.</p> <p>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.</p> <p>Promote major events to raise the profile of the College and engage key constituencies, including commissioning promotional material associated with events.</p> <p>Regularly report to Council and Governing Body, through a termly Website and Social Media report.</p> <p>Be an active contributor to committees including the Communications, Music and Art Committees.</p>			

Internal Communications

Be an active member of multiple committees, including the Communications, Music and Art Committees, ensuring communications stemming from these groups is on-message and reputationally advantageous.

Plan, send and regularly review internal e-news and email marketing, including weekly events publicity.

Work with all College members to share their news stories and achievements, with especial prioritisation of ground-breaking research and testimonials on life at Clare Hall.

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

Work across all departments to raise the profile of, and protect the reputation of, the College.

Support major 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

Maintain and improve the website on an ongoing basis and oversee the collateral publications.

Source, write, edit and add new pages to the website; updating information about College members, and maintaining the website events diary.

Ensure content is appealing, engaging, up-to-date and delivering tonally appropriate messages, monitoring reach and engagement.

Budget management

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

Practical / Physical Requirements:

The role is office based, with some working from home possible.

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.