

**Job Description**

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| **Job Title: Director of Communications** | **Post holder :** | |
| **Reporting to: The Principal** | | |
| **Main Purpose of Role/Overview :**  Overall purpose: to enhance the College’s aims and public profile through effective use of professional, proactive and well targeted communications.  The Director of Communications will take a lead role in developing and delivering an integrated communications strategy across the College's different media platforms, in a position critical to the College's aims and future. The post-holder will report to the Principal and work directly with relevant Senior Members to communicate Newnham’s aims, news and progress through its website, social media, and proactive media outreach. | | |
| **Main Responsibilities & Duties:** | | **Standards of Performance/ Results :** |
| 1. **Strategic Planning**   Work with relevant Senior Members to develop and secure approval of a strategically aligned communications plan, with key messages and content calendar, to disseminate news and information that promote the College’s aims, vision and objectives.  Attend meetings of the Development Strategy Group and other committees by invitation or as an ex officio member, so as to be well informed of developments and activities requiring, or representing an opportunity for, proactive communications support.   1. **Website and Social Media**   Manage the website on an on-going basis, in conjunction with the officers responsible for individual components and the College’s IT staff, updating content and generating new, either personally or by stimulating contributions from members of the College and editing as appropriate.  Develop recommendations on raising the College’s social media presence, including managing a Facebook page and Twitter account.  Work with Senior Members and external website developers to generate and evaluate website analytics and use SEO techniques to raise Newnham’s Google profile.  Working with the Development Office, update the Development and Roll webpages with material.  Become proficient with Raisers Edge technology so as to send flash news to alumnae on occasion as required.  Gather and publish news from all areas of the College.   1. **Stakeholder Relations**   Liaise regularly with relevant College Officers such as the Principal, Senior Tutor, Admissions Tutor, Graduate Tutor and Development Director.  Develop links with relevant College groups and committees such as the JCR and MCR committees, the Roll Committee, Associates and Honorary Associates.  Establish good working relationships with alumnae through the Development Office and with the University Communications Office.   1. **Reporting and Evaluation**   Produce brief quarterly reports on progress, including website analytics, for the Principal and relevant Senior Members as required.  Produce an annual report to the College Council and Governing Body, on activities in the previous academic year and proposals for the coming year.   1. **Media Relations**   Identify, write and disseminate news and feature stories in appropriately targeted media outlets, with the approval of Senior Members or departments.  Develop relevant media contacts in local, specialist and national media.  Regularly monitor media coverage of the College, its students and Senior Members, flagging both opportunities and areas of potential concern.   1. **Publication**   To oversee the design and production of relevant publications and communications, developing and adapting content to meet a variety of needs. This will include identifying content to target alumnae audiences as well as adapting content for other development activity.   1. **Marketing**   Work with the conference office to oversee the marketing strategy and literature to promote the College’s new conference facilities. | |  |
| 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. | |  |
| **Scope/size of role (budgets, people, etc.):**  Management of a budget for the use of external freelance support where needed. | | |
| **Significant internal/external relationships:**  External audiences include potential students and their parents, teachers, alumnae, the wider academic community, and the media. Internally the students, Senior Members and staff to help fulfil their communication needs. | | |

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**Main Terms and Conditions of Employment:**

The appointment is subject to an initial probationary period of six months, which may be extended at the College's discretion.

The post is full-time based on 37.5hours per week, Monday to Friday. The salary will be equivalent to point 45 on the University's Single Spine, for which the present rate is £35,550 per annum.

Holiday entitlement will be 25 days per year, plus 8 public holidays. It may be necessary to work on public holidays which occur during Term time.

Under the rules of Auto Enrolment the post holder may, if appropriate, be auto enrolled onto the Universities Superannuation Scheme.

The post is subject to the Newnham College Staff Handbook (June 2016) and Policies & Procedures (November 2017); and subsequent updates which may be amended by the College from time to time.

The post-holder will be entitled to one free meal per day when on duty (when the catering

Department is open).

Offer of employment: any offer of employment will be made subject to references satisfactory to the Colleges and proof of your ability to work in the UK.

**Person Specification**

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|  | Essential | Desirable |
| Qualifications, experience and  background | * A degree-level qualification. * Significant (minimum 3-4 years) experience in PR/Communications. * Proven hands-on expertise in creating, managing and deploying content for all media channels, especially website and social media platforms. * Experience of developing communication strategies | * Experience in the higher education sector |
| Specific knowledge/skills  (technical) | * Exceptional verbal and written communications ability in English, including drafting, spelling and grammar and attention to accuracy. * High competence in the use of technology, including website and social media platforms. * Familiarity with full range of communications techniques, including measurement and evaluation. |  |
| Personal attributes | * Ability to inspire confidence and collaboration with a wide range of stakeholders at all levels. * Commitment, organisational ability and resilience to deliver priorities to tight deadlines with a challenging workload and minimum of supervision. |  |
| Team and management skills | * Ability to work individually with initiative but also to work in a team. |  |
| Other | * A willingness to work flexibly within a fast changing environment where occasional evening and weekend work will be necessary. |  |