



WYCLIFFE HALL

Communications and Marketing Officer (Digital and Brand) (Part Time, 0.5 FTE)

Job Description

The context, opportunities, and challenges of this role

Wycliffe Hall is a Permanent Private Hall of the University of Oxford, and an Anglican theological college in the evangelical tradition, committed to excellence in teaching and research, thereby making a significant contribution to the intellectual life of the University and the wider society. Our mission is to be a centre for the renewal of Christian prayer, character, preaching and thinking. We have approximately 130 students, with around 40% being Church of England ordinands. Our students pursue undergraduate and graduate qualifications, from certificates to doctoral degrees, and come from diverse backgrounds. We are dedicated to expanding this diversity, with Communications and Marketing playing a crucial role in achieving this goal and supporting the development of a major fundraising campaign as well as the new Renaissance of Christian Scholarship, Leadership and Culture project.

As the Director of External Relations, Matthew Armstrong leads the Hall's communications and marketing team. Eleanor Williamson, Communications and Marketing Officer, drives public relations and news. This new part-time position will harness the team's strengths and empower the post-holder to spearhead social media, design, and brand.

The person selected for this position will play a crucial role in advancing the Hall's mission and its ability to attract top-tier students. We expect the individual in this role to improve communication and marketing at Wycliffe and assist in developing plans for key areas such as student recruitment, enhancing the institution's profile, donor stewardship, and marketing of commercial opportunities. The person in this role will play an essential part in creating captivating and on-brand content to motivate our external stakeholders and church communities to take action. Their innovative and compelling communications will be promoted across a wide range of our channels.



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Duties and responsibilities

Duties and Responsibilities – as lead for Social Media, Design and Brand:

1. Develop and implement a content strategy for storytelling across social media platforms, including Facebook, Instagram, and YouTube, ensuring a cohesive narrative that aligns with Wycliffe Hall's values.
2. Design and produce digital assets such as logos, banners, infographics, and mini-mashup videos while maintaining brand consistency across all visual representations.
3. Expand and maintain the Hall's photo library, ensuring all content complies with GDPR and copyright laws and organising assets for easy access and use in various campaigns.
4. Create engaging print and digital brochureware, including posters, flyers, and leaflets, that effectively communicate the Hall's message to the target audience.
5. Liaise with external photographers, videographers, and creatives, providing clear briefs to ensure the production of high-quality content that meets the Hall's standards and objectives.
6. Oversee the management of the Wycliffe brand, ensuring that all communications and merchandising efforts consistently reflect the Hall's identity and ethos.
7. Monitor and report on the performance of digital content across various channels, using analytics to inform future marketing strategies and campaigns.
8. Collaborate with internal teams to ensure that marketing materials meet organisational needs and objectives and that all communications are coherent and strategically aligned.
9. Stay up-to-date with the latest trends in digital marketing, social media, and visual design, applying best practices to keep the brand at the forefront of its industry.
10. Ensure that all marketing efforts are within budget and timelines, optimising resources and prioritising tasks to achieve the best possible outcomes for the brand.

These responsibilities require a blend of creativity, strategic thinking, and attention to detail, ensuring that the brand's story is told effectively and resonates with the intended audience.



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Duties and Responsibilities – as part of the team:

- Help evolve Wycliffe's communications strategy ensuring alignment with the External Relations strategy.
- Develop and deliver specific communication campaign plans to support internal stakeholders, including recruitment, the New Renaissance Project, and the Fundraising Campaign.
- Monitor and evaluate the effectiveness of the communication efforts.
- Manage and update the Wycliffe Hall website.
- Manage the communications email inbox and delegate or act on appropriate requests.

Key Selection Criteria

Role related skills:

- Experience in using a website content management system.
- Experience in digital and print communications and publishing.
- Experience in managing social media platforms.
- Experience producing targeted, creative, and relevant promotional material and media from the concept.
- Outstanding written and verbal communication skills, including strong attention to detail, excellent spoken and written English

Desirable skills:

- Exposure to the communication and marketing challenges of a university
- An awareness of the communication and marketing issues within the Church of England

Personal Aptitudes:

- Ability to operate strategically and deal with detail as required.
- A collaborative, proactive working style and a desire for excellence in all areas of work



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- Excellent interpersonal skills and the ability to confidently relate to colleagues, students, and external stakeholders from various backgrounds.
- Ability to work independently and as part of a team whilst managing and prioritising a busy workload.
- Evidence of solid intellect and analytical skills, demonstrable through educational qualifications or equivalent professional or life experience.
- Sympathetic to the vision, mission, and values of the Hall

Responsible to: Director of External Relations

Key Relationships: External Relations Team, Senior Management Team, Student Recruitment Team.

Remuneration

This post is offered subject to the satisfactory completion of a six-month probationary period and the capability and disciplinary provisions in the employee handbook. The salary is between £16,500 and £18,400 p.a. (FTE £33,000 - £36,800), depending on experience.

Pension: Wycliffe Hall will contribute an amount equal to 10% of salary to a Group Personal Pension Scheme.

Working hours: This is a part-time post. 0.5 FTE

Place of Work: Place of work: Wycliffe Hall, 54 Banbury Road, Oxford OX2 6PW. Two days per week on-site, one of which should be a Monday or Tuesday to maximise engagement with the Wycliffe Community; however, this can be flexible.

Notice Period: The standard notice period is three months.

Holidays: Initially, 25 days per year (FTE), in accordance with the College Holiday Policy, in addition to public holidays, which, if these fall during college term, shall be taken at an agreed time during vacations.

Meals in College: The appointee will be entitled to free college meals during working hours except when the kitchen is closed.

DBS Disclosure An enhanced DBS Disclosure will be required.



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Application Process: To apply for this post, please send the following:

1. A full CV
2. A cover letter outlining your reasons for applying and demonstrating how you meet the key selection criteria.
3. The names and contact details of two referees

Applications are to arrive by 12 Noon, Wednesday, 18th September 2024.
Interviews are likely to take place at Wycliffe Hall on Friday, 27th September 2024.

Please send applications to Mona Liu, Wycliffe Hall, 52-54 Banbury Road,
OXFORD, OX2 6PW, or vacancies@wycliffe.ox.ac.uk.

The job description is correct in August 2024.