



# Wolfson College Cambridge

## **Communications Officer**

Wolfson College is seeking a Communications Officer to join its Communications team, working with the Communications Manager and Events Coordinator to lead on and deliver College-wide communications. The Communications Officer will deliver high quality content across the College's internal and external channels, provide expert communications advice to our community, lead on key projects and initiatives, and play an integral role in the delivery of Wolfson's communications strategy. The role is an excellent opportunity for an enthusiastic and passionate communications professional to contribute to Wolfson's strong sense of community, vibrant intellectual and cultural life, and dynamic, diverse, and friendly working environment—for students, Fellows, staff, and academics. The role also offers the unique opportunity to engage with a Cambridge College at all levels and to develop a strong knowledge of working in the higher education sector, as well as the chance to develop communications and project management skills in a supportive and collaborative setting.

### **HOW TO APPLY**

Please send a completed Wolfson College Application Form and Equal Opportunities Form (available online at <https://www.wolfson.cam.ac.uk/about-wolfson/vacancies>), with a copy of your CV, and a covering letter setting out your suitability for this post, **to arrive by 9:00 am on Monday 6 May 2024** to:

HR Manager (ref. Comms Officer)  
email to: [jobs@wolfson.cam.ac.uk](mailto:jobs@wolfson.cam.ac.uk)

It is anticipated that interviews will be held on Wednesday 15 and Friday 17 May 2024.

### **TERMS AND CONDITIONS**

**Salary:** £35,000-£40,000

**Benefits:** Membership of a DC Group Pension scheme, with employer contributions of up to 13%.  
Death-in-service benefit of two times salary.  
Generous Sick and Parental pay scheme.  
Meals on duty allowance.  
Free parking (subject to availability).  
Use of the College Gym and Library.  
Membership of a healthcare cash plan.  
Employee Discount and Cycle to Work Scheme.  
Wolfson operates an agile working policy.

**Hours:** 37.5 hours per week. Given the nature of the role and of College activities, attendance at evening and weekend events may be required, for which time off in lieu would be given.

**Holidays:** 25 days holiday per year plus 8 public holidays.

Of the 25 days holiday, the College schedules up to 4 days in December for all staff when the department is closed.

Attendance is normally required on public holidays which occur in Full Term, such as the May public holidays, for which alternative days' holiday are given.

**Probation:**

The appointment will be subject to an initial probationary period of 3 months during which the appointment may be terminated by one week's notice on either side. Following the successful completion of the probationary period, the period of notice would be two months on either side.

**The College actively supports equality, diversity and inclusion and encourages applications from all sections of society.**

**The College has a responsibility to ensure that all employees are eligible to live and work in the UK.**

**In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and Data Protection Policy. Please see:**

**<https://www.wolfson.cam.ac.uk/about-wolfson/governance/data-protection/data-protection-statement-job-applicants> for further information about how we process your personal data.**

## JOB DESCRIPTION

**Job title:** Communications Officer

**Responsible to:** Communications Manager

### Job Purpose:

- Plan, deliver, and evaluate audience-specific content across all communications channels.
- Lead on key communications projects, initiatives, and campaigns.
- Help maintain and optimise all digital channels, including the College's social media, website, Intranet, and e-newsletters.
- Provide expert communications advice to the College community.
- Contribute to Wolfson's key strategic aims and identity within wider collegiate Cambridge.
- Support the Communications Manager in the delivery of the broader communications strategy.

### Main duties and responsibilities:

- To plan, deliver, and evaluate regular communications across all College channels and to all of Wolfson's internal and external audiences.
- To publish new content on a regular basis, covering topics such as student achievement, key anniversaries, research, and academics.
- To ensure that communications content is fresh, engaging, and aligns with the College's communications strategy.
- To lead on key internal and external communications projects and initiatives, working with key stakeholders including students, academics, senior managers, College officers, College groups and societies, and external partners.
- To plan, deliver, manage, and measure the College's social media channels, building relationships with key audiences, and making key decisions about channels, audiences, and priorities.
- To support the delivery of key publications, including the annual College magazine, *The Wolfson Review*.
- To ensure the College's communications are consistently on brand and on message, embedding the College style and tone of voice across all our channels.
- To collaborate with stakeholders across the College to deliver communications priorities, including the Events Coordinator, Student Recruitment Officer, Alumni and Development teams, and others.
- To collaborate with and support the Wolfson College Students' Association (WCSA) in the delivery of their communications.
- To build and maintain the College image and video library, regularly taking photos and videos of life at Wolfson.
- To manage and maintain the College's intranet, advising page owners and ensuring the consistency and effectiveness of the channel, and help to build designated pages for Fellows and Wolfson students.
- To support the Communications Manager in managing reactive and proactive PR.
- To support the Communications Manager in conducting a review of the College's digital platforms, especially its website, and assist in implementing any changes needed.
- To help maintain the College website, ensuring content is engaging, relevant, and up to date.
- To provide both proactive and reactive web support and digital expertise across departments to ensure consistent practices across the College.

**Other duties and responsibilities:**

- There is a requirement to be able to work on occasional evenings and weekends. Time off in lieu will be provided.
- The post-holder will be expected to attend training as required, both internally and externally.

**Person Specification:**

Essential	Desirable
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**Qualifications, Experience, and Background**

<ul style="list-style-type: none"> <li>• Experience of creating or commissioning communications content, including photography, video, and blogs.</li> <li>• Experience of editing and publishing website content through a Content Management System (e.g. Drupal).</li> <li>• Experience of social media planning, delivery, and measurement.</li> <li>• A successful track record of managing complex communication campaigns across multiple channels.</li> <li>• Knowledge of content management strategy.</li> <li>• Experience using data and insight to inform recommendations about future improvements.</li> <li>• Experience of managing relationships with external suppliers of communications-related services.</li> <li>• Educated to degree level or equivalent professional experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in internal communications planning.</li> <li>• Experience of working in a Higher Education community and/or charitable organisation.</li> <li>• Experience of working with journalists and generating media coverage.</li> <li>• Project management experience.</li> <li>• Experience of implementing email campaigns through HTML email platforms.</li> <li>• Experience of mapping and improving digital customer journeys.</li> </ul>
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**Knowledge and Skills**

<ul style="list-style-type: none"> <li>• Excellent writing skills, with the ability to craft compelling and engaging copy for a range of channels and audiences.</li> <li>• High levels of accuracy and attention to detail in all areas of work.</li> <li>• A journalistic impulse to search out and report on stories.</li> <li>• Excellent time management and organisational skills, with proven ability to create project plans, deliver work to deadlines, and manage own workload.</li> <li>• The ability to work with senior</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of UK Higher Education environment.</li> <li>• Skilled in Adobe Creative Suite (Photoshop, InDesign, etc.).</li> <li>• Proficient in SharePoint and other Microsoft systems.</li> </ul>
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<p>management and colleagues at all levels.</p> <ul style="list-style-type: none"> <li>• Strong analytical skills and a strong understanding of how to gather audience insight and use data to shape decisions and improve outcomes.</li> <li>• Good understanding of digital accessibility requirements.</li> <li>• Ability to plan cross-channel campaigns and implement consistent and high impact campaigns across a variety of media.</li> <li>• Awareness of equality, diversity, and inclusion needs and challenges in communications.</li> <li>• Understanding of copyright law, particularly the use of images online.</li> </ul>	
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**Personal Attributes**

<ul style="list-style-type: none"> <li>• Excellent interpersonal skills, with strong communication skills (written and verbal).</li> <li>• Calm, efficient manner and ability to work to tight deadlines, manage workloads and confidently prioritise.</li> <li>• A positive and enthusiastic attitude, with a flexible and collaborative approach, and the ability to work effectively as part of a team or independently as needed.</li> <li>• Able to work occasional evenings and weekends.</li> <li>• Tact and discretion, particularly when handling sensitive information.</li> <li>• Friendly, professional, and helpful demeanour.</li> </ul>	
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