



## **Senior Communications Manager**

**Full time, fixed term for one year from October 2026 (Maternity Cover)**

**Salary range from £42,000 - £47,500 per annum depending on qualifications and experience**

### **The College**

One of the largest Colleges in the University of Oxford, with around 900 students, St Anne's is known for being down-to earth, ambitious, outward facing and collaborative. We aspire to understand the world and change it for the better.

Established in 1879 to enable women from all backgrounds to access an Oxford education, the College is committed to securing our legacy and future by being a diverse and inclusive community that is the home of choice for the brightest and most ambitious from all backgrounds, including those who may think that Oxford is not for people like them.

Our community includes undergraduate and graduate students, academics involved in world leading research and teaching, and staff from a wide range of professional backgrounds. Helen King, our Principal since 2017, is a graduate of St Anne's who took on the role after a thirty-year career in policing.

As a Charity and one of the more modern Colleges, our finances depend upon a diverse range of income streams including a successful vacation conference business and the generosity of our worldwide network of committed alumnae and donors.

At St Anne's we are committed to sustainability and our collective responsibility to preserving the environment. We are working in support of the University of Oxford's target of being carbon net neutral and biodiversity net gain by 2035. We expect all members of College to work towards these goals.

For further information about the College, please visit <http://www.st-annes.ox.ac.uk>

### **Development at St Anne's College**

As a Charity and one of the more modern Colleges we don't have a huge endowment to rely on. Our finances depend upon a diverse range of income streams including the generosity of our worldwide network of committed alumnae and donors. The Development Office is primarily focused on fundraising and alumnae relations. We have ambitious plans to develop the way we engage with our alumnae and supporters. As well as funding an existing programme of student support, scholarships, welfare, and other College priorities, we are working on plans for our 150th Anniversary in 2029. As well as a series of global alumnae engagement activities, the anniversary campaign will seek to grow the size of the College endowment to support the ongoing needs and priorities of St Anne's for the next 150 years. The Development Office will be at the heart of this growth. This is an exciting time to join our team and be part of the College.

## Overview

|                       |                                          |
|-----------------------|------------------------------------------|
| <b>Job Title</b>      | Senior Communications Manager            |
| <b>Location</b>       | Oxford                                   |
| <b>Reports to</b>     | Director of Development                  |
| <b>Direct reports</b> | Development and Communications Assistant |

### Aim of the role

- Continue to raise the profile of St Anne's College working with Academic, Conference and Development Offices to ensure consistency of communications.
- Form a key part of the Development Team to ensure alumnae remain connected to and up to date with College; drive fundraising and alumnae goodwill in all relevant communications including newsletters and ad-hoc emails.
- Support the implementation of the College purpose across all communications.
- Raise the profile of the College focusing on its vision, its impact throughout society, and telling the story of our distinguished alumnae.
- Deliver an effective and co-ordinated strategy to raise the profile of Fellows' research and academic success, as well as St Anne's students and alumnae stories. Liaise with the University and the media to share particular stories.
- Work with other departments to implement and maintain a marketing strategy for all aspects of the College: Develop the use of content to increase and vary this for all our audiences.
- Increase interaction with our audiences (i.e. comments on Facebook, increased shares and retweets) and ensure that time is committed to trialling different types of activity.
- Ensure the College has a clear brand, tone of voice and consistent messaging.
- Ensure that all content is up-to-date and relevant.

### Key areas of responsibility

#### ***College-wide Communications***

- Review and update the College communications strategy as needed.
- Provide cross-College advice and support for the delivery of communications.
- Oversee all College branding and forms of communication used by Fellows and staff.
- Maintain clear brand guidelines to be used throughout the College
- Consider ways for St Anne's stories to get into the press. Write press releases, look for opportunities to raise the profile of the College in local and national media. Monitor the news and raise any issues as required.
- Maintain and develop a calendar of communications.
- Procure and develop new merchandise including the College Christmas card. Find ways to promote St Anne's through the development of merchandise.
- Establish good working relationships with relevant teams to enable the realisation of the communications strategy and correct use of brand and identity across College.
- Ensure that communications and marketing activities are GDPR compliant.
- Represent Communications and Development on the IT and Data Security committee.

***Printed publications***

- Oversee, manage and produce College publications for College and alumnae including the Ship (working with an external Editor) and the Annual Review.
- Commission and create engaging copy, liaise with designers, and handle printing and mailing of the College's publications for alumnae. Write/compile College contributions, proof-read and edit publications.
- Work with the wider Development Team to undertake other publication projects including fundraising brochures, the Donor Impact Report and other updates.
- Establish good working relationships with freelance designers, printers and mailing houses.
- Commission photography for publications.
- Be responsible for Development's publications and communications budget.

***Digital communications***

- Create, edit and send out email newsletters and other email updates; create tailored content and newsletters for different segments of alumnae. Support sending out of event invitations (advising on content, branding, segmentation, etc.)
- Enhance, update and manage the development of the website. Each department is responsible for updating its own pages with advice on best practice from the Communications Manager, who also has ultimate responsibility as webmaster for maintaining brand across the site.
- Oversee production of other digital materials especially videos for use on the website, YouTube and across social media.
- Maintain an oversight of the College website and ensure that content is accurate and up to date (including updating Fellows' profile pages, news stories, events listings and general updates).
- Work with staff across the College to ensure that the website is aligned with the College brand
- MCR and JCR Website - offer advice on content and communication strategy
- Lead on the development of the College's use of social media, working with the Development and Communications Assistant.
- Manage the College's use of online platforms such as Facebook, Twitter, BlueSky, Instagram, and LinkedIn. Actively recruit followers and encourage participation. Keep content up to date, interesting and useful.
- Analyse the effectiveness of digital communications and use performance metrics (i.e. Google analytics) to optimise content and evaluate success.

***Public Relations***

- As appropriate work with College Officers to draft press releases and liaise with the University's press office when stories develop that need to be published or responded to.
- Develop relationships and ways to raise the profile of St Anne's in the media.

***Internal Communications***

- Manage publicity for internal events in College (including Be Well, Do Well events, lectures and the Domus Seminar), and work with the Alumnae Relations Manager to ensure that all Fellows, Emeritus Fellows, Senior Research Fellows, staff and students are informed about events in an appropriate and timely manner.
- Develop internal communication channels for Fellows, staff and students to ensure communications are appropriate, engaging and effective.
- Design and distribute posters and create templates for other departments to use.
- Work with other departments to update and refresh the College display panels in Hartland House.
- Oversee the creation of the weekly What's On Email which is produced by the Development and Communications Assistant.
- Work with other departments on internal communications.
- Conduct research across College (i.e. with the JCR and MCR) to establish best methods for communications.

***Other***

- Provide additional support for the Development Office to include attending occasional department events.
- Provide customer service to a range of stakeholders managing internal and external enquires relating to marketing and communications.

## **Personal specifications:**

### ***Essential***

- Proven ability to communicate clearly and effectively in written, oral and other formats with a wide range of audiences, including proof reading and editing content created by others.
- Understanding and experience of developing and implementing communication plans to achieve defined goals; including development of key messages, identification of most appropriate channels for the target audience and production of content.
- An interest in and commitment to working collaboratively and creatively with students, academics, staff and alumnae to strengthen the College's external profile
- Proven experience of delivering, commissioning and overseeing hard copy and digital publications, including the production of design and content
- A thorough understanding and experience of working with print and broadcast media, a wide range of social media.
- Proven organisational and administrative abilities including good IT skills e.g. knowledge of Windows and Microsoft applications, especially Word and Excel (training on specialist software can be provided)
- Knowledge in relation to the application of legislative requirements and good practice relevant to the role e.g. GDPR, FOI, handling of personal or confidential information
- Effective project management skills and demonstrable experience meeting project deadlines
- Personal qualities should include; the ability to work cooperatively with others, sometimes under pressure, to prioritise tasks effectively, to be creative and committed to continuous development.

### ***Desirable***

- Experience of identifying reputation threatening issues and responding to media enquiries under tight time constraints
- Understanding of a university (preferably collegiate) environment
- Degree qualification (or equivalent)
- Experience in fundraising and knowledge of the fundraising, membership or customer relationship databases
- Knowledge of design packages (e.g., MS Publisher and InDesign)
- Knowledge of Content Management Systems and online email designers (Mailchimp or similar).

## Terms and Conditions

|                                |                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Appointment:                   | This appointment will be subject to satisfactory provision of proof of the right to work in the UK. Appointees who are not British or Irish nationals will need a UK visa or proof of settled or pre-settled status.                                                                                                                                                                |
| Duration:                      | Fixed term (maternity cover). From October 2026 to October 2027.                                                                                                                                                                                                                                                                                                                    |
| Hours of work:                 | 36.25 hours per week, Monday to Friday. Normally 9.00 am – 5.15 pm with a 1 hour unpaid break. Overtime is not usually paid.                                                                                                                                                                                                                                                        |
| Salary:                        | Salary range from £42,000 - £47,500 per annum depending on qualifications and experience.                                                                                                                                                                                                                                                                                           |
| Annual Leave:                  | 38 days per year, this includes 8 public holidays. Some holiday must be taken during winter closure. All other holidays will be agreed with the Manager.                                                                                                                                                                                                                            |
| Probation:                     | Four months                                                                                                                                                                                                                                                                                                                                                                         |
| Notice:                        | One week during probation or one month thereafter                                                                                                                                                                                                                                                                                                                                   |
| Pension:                       | The College offers membership of USS                                                                                                                                                                                                                                                                                                                                                |
| Meals:                         | Free lunch is provided on working days, when the post holder works either side of lunch.                                                                                                                                                                                                                                                                                            |
| Employee Assistance Programme: | A confidential employee benefit designed to help you and your immediate family deal with personal and professional problems that could be affecting your home life or work life, health, and general wellbeing.<br>A 24/7 helpline is available to assist you which can provide counselling support as well as a smartphone app and wellbeing portal to access further information. |
| Bicycle Scheme:                | Assistance to purchase a bicycle through a loan scheme.                                                                                                                                                                                                                                                                                                                             |
| Bus pass scheme:               | A bus pass can be purchased at a discounted rate                                                                                                                                                                                                                                                                                                                                    |
| Childcare:                     | St Anne's offers quality childcare provision services to College staff and students via our on-site Nursery. Subject to availability.                                                                                                                                                                                                                                               |
| Family Friendly Policies:      | Salary sacrifice scheme for Childcare. Enhanced family friendly policies.                                                                                                                                                                                                                                                                                                           |
| Flu jabs:                      | Free annual flu jabs are offered to all staff.                                                                                                                                                                                                                                                                                                                                      |
| Volunteering Policy:           | St Anne's offer up to two paid days per year to do charitable volunteering activities.                                                                                                                                                                                                                                                                                              |
| Working from Home Policy:      | We offer flexible working arrangements subject to job role.                                                                                                                                                                                                                                                                                                                         |
| Parking:                       | You may be eligible to apply for a parking permit for which an annual fee applies.                                                                                                                                                                                                                                                                                                  |
| Other:                         | Employment is subject to the policies and procedures outlined in the Staff Handbook.                                                                                                                                                                                                                                                                                                |

## **Application process**

If you would like to apply for this position please send us all three of these documents:

- A completed application form (download from our website).
- Your CV
- A covering letter stating why you are interested in, and suitable for, this role.

Applications should be sent to [recruitment@st-annes.ox.ac.uk](mailto:recruitment@st-annes.ox.ac.uk)

If you would like to discuss the role, or have any queries please call us on 01865 274866 / 284685

**The closing date is Tuesday 1<sup>st</sup> September at 12 noon.**

We anticipate holding interviews on Wednesday 9<sup>th</sup> September.

St Anne's College is an equal opportunities employer.

The policy and practice of St Anne's College require that all staff are afforded equal opportunities within employment. Entry into employment with the College and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. Subject to statutory provisions, no applicant or member of staff will be treated less favourably than another because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation. Applicants are encouraged to complete the equal opportunities monitoring form.

To view our Privacy statement please see here <https://www.st-annes.ox.ac.uk/privacy-policy/>