Hertford College, Oxford

Outreach and Communications Project Officer

Further Particulars

Job Title: Outreach and Communications Project Officer
Department: Academic Office
Contract Type: Full-time, fixed-term for 12 months
Responsible to: Registrar & Director of Admissions (line manager); Bursar
Supported by: Admissions Officer

Hertford College is looking to appoint a full-time, 12-month fixed-term Outreach and Communications Project Officer. The main purposes of the role are to manage the day-to-day running of the college outreach programme, to coordinate the redevelopment of material for the college website, and develop an associated multi-channel communications strategy. It is anticipated that these two duties will be split equally, averaged out across the term of the appointment.

The College

Hertford is one of the larger Oxford colleges, with roughly 650 students, two-thirds of whom are undergraduates. The main site lies in the heart of Oxford, occupied from the later thirteenth century by Hart Hall and, from 1740 until 1816, by the first Hertford College; and then, from 1822, by Magdalen Hall which was refounded in 1874 as the second Hertford College.

The Fellowship, which has responsibility for the governance of the college, currently consists of forty Fellows, the majority of whom are involved in undergraduate teaching. In addition, thirty lecturers supplement teaching provision, and around 100 members of administrative and domestic staff coordinate and support key activities. Fellows, lecturers and students are drawn from a range of disciplines across the Humanities, Sciences and Social Sciences. Academic and administrative offices are on the main site, as is accommodation for many students, complemented by further accommodation for both graduates and undergraduates at various other sites around Oxford.

The college has a reputation for being both progressive and friendly. It was one of the first colleges to go mixed, and the ratio of female students to male remains comparatively high. For over 50 years, Hertford has championed access for students from backgrounds under-represented at Oxford, and this continues to be the focus of our outreach work.
The Outreach and Communications Project Officer

The college created the post of Outreach Fellow, a post split 50:50 between outreach and research, five years ago. The outreach component of the fixed-term Outreach and Communications Project Officer role will cover those duties of the current Outreach Officer, who will be taking maternity leave from early March 2018. Concurrently, the college has started the process of redeveloping its website and establishing a college-wide communications strategy. The communications component of this role has been created on a fixed-term basis to project manage this work.

Academic Office team

The Outreach and Communications Project Officer will be part of the Academic Office team, but will necessarily also work closely with a range of colleagues from other departments as well as with individual Fellows and Student Ambassadors.

The Academic Office deals with all student-related academic administration, from pre-admissions outreach activities to graduation. The members of the Academic Office work under the overall direction of the Senior Tutor, an academic fellow who exercises oversight of the college’s academic business. The Senior Tutor works closely with the Registrar & Director of Admissions, who manages academic operations and on-course student matters, and is line manager to the other members of the team: the Academic Administrator and Deputy Academic Administrator, who deal with on-course student matters; and the Admissions Officer, who manages the undergraduate and graduate admissions processes.

Main duties of the role

Outreach (50%)

The post-holder will be responsible for implementing the college’s current access and outreach strategy by

- developing and maintaining links with schools and colleges in the college’s designated target regions (currently Essex, Southend-on-Sea, Medway, and Camden) and elsewhere;

- coordinating the programme of inbound and outbound visits for schools and colleges, including the design and delivery of event content in collaboration with Fellows and outreach colleagues, and liaison with domestic departments in the lead-up to and during events;

- participating in regional HE fairs and other multi-institutional outreach events, and preparing and distributing outreach literature, and answering queries from individual students, schools and colleges;

- working with the Registrar & Director of Admissions to establish an education network for teachers and other education professionals in our link regions and the college’s alumni community;
organising the recruitment and training of both undergraduate Student Ambassadors, who run college tours and participate in Q&A sessions, and graduate students, who participate in the delivery of academic workshops;

supporting Fellows’ outreach activity, and keeping records of all outreach activity undertaken by Hertford;

taking responsibility, jointly with the rest of the outreach team, for the outreach pages of the college website, and promoting the college and university via the web and social media, as appropriate;

liaising and collaborating with other colleges, departments, and internal outreach programmes, including Pathways and UNIQ, to host and support events for students visiting Oxford;

representing the college at the termly meetings of the inter-collegiate Outreach Forum, and attend the college Academic Committee when outreach work is being discussed.

**Website and Communications Project Management (50%)**

The website and communications duties of the role comprise

- acting as project manager for content on the college website redevelopment project, (as well as providing a steer on design aspects relevant to the communications strategy), liaising with Fellows, staff, students and external agencies, and reporting regularly to the Website Steering Group;

- working with the Website Steering Group to establish a communications strategy for the college, including the development of the college’s social media presence;

- managing the content maintenance of the redeveloped website and online presence by establishing processes to ensure website content is kept fresh and engaging, and working with college members to provide written and visual content for areas which may have become outdated;

- developing new areas of the site as required, and co-ordinating the creation of new online materials, including filmed content relating to outreach activities, the application process, the transition to university, and student life;

- exploring ways in which college can advance its communications activities beyond the website, including the integration and balance of other activities in print and social media. This would consider both target audiences and purpose.
Other Duties

- The post-holder may be required to undertake other duties at the direction of the Registrar & Director of Admissions, Bursar or Senior Tutor.

Person Specification

Candidates from a range of backgrounds are encouraged to apply for this role. The ability to demonstrate possession of the skills and qualities specified below is more important than experience in a similar role.

Essential

- An undergraduate degree;
- Confident and fluent presentation skills, with the ability to engage and motivate an audience;
- Excellent interpersonal and written and oral communication skills, with the ability to deal confidently and appropriately with a wide range of people, including Fellows, college staff, students, teachers and parents, and external agencies;
- Ability to work independently, practically, and resourcefully as a member of a small team – this includes being willing to take ownership of their duties, and possessing the judgement to know how and when to take initiative, and when to refer to others;
- Strong time-management skills, and the ability to plan and manage their own workload;
- Excellent IT skills, including experience of using Microsoft Office (particularly Word and Excel), email and the internet, and the capacity to pick up other software packages quickly;
- A flexible approach to work, with a co-operative and collaborative attitude and willingness to work irregular hours as the role requires (including evenings and weekends on occasion);
- Commitment to fair access and sympathy with the values, ethos, and objectives of a small, collegiate institution.

Desirable

- A post-graduate qualification; or experience of working in Higher Education or secondary level teaching in the UK; or of working in educational outreach work;
- An understanding of the Oxford admissions process and requirements;
- Sensitivity to the particular needs of students from a diverse range of backgrounds;
- Experience of developing a communications strategy for an organisation;
- A proven track record of writing and editing for print and the web;
- Experience of producing online materials, including filmed content.
Terms and Conditions

This is a fixed-term appointment for 12 months, available from the start of April 2018 or as soon as possible thereafter. The college would consider a job share for this role. Please state it in your application if you would like to be considered on for a job share, and on what terms (e.g. 0.5FTE, or term-time only).

The salary will be on grade 6 of the university scale (£28,098 - £33,518, with a discretionary range up to £36,613 p.a., depending on skills and experience). The post is eligible for membership of the USS pension scheme.

The post-holder will be a member of the SCR (senior common room) for the duration of the appointment, with common table rights (i.e. free lunches) when the kitchens are open.

Weekly hours of work are 35 hours, normally between 9am and 5pm, Monday to Friday. However, the post-holder will need to have a flexible approach to working hours, as many events will be held outside these times. Frequent travel away from Oxford will be required as part of the programme of outbound outreach events. There will be particular periods of the year when longer working hours may be necessary (for which time off in lieu will be granted).

The college offers an annual leave entitlement of 23 working days, plus Bank Holidays and the Christmas closure period (usually a further five days).

The appointment is subject to a probationary period of three months.

Application and Appointment Procedure

Those wishing to apply for the post should email the following documents to hr@hertford.ox.ac.uk by 9am on Friday 16 March 2018:

1. CV (maximum three sides of A4, to include the names and contact details of two referees);
2. A covering letter detailing how your experience, skills and qualifications meet the criteria for the post;
3. A completed Employment Application Form (available from www.hertford.ox.ac.uk/about/vacancies).

Applicants are also asked to complete and return an Equal Opportunities Monitoring Form (available from the college website www.hertford.ox.ac.uk/about/vacancies). The information collected on the Equal Opportunities Monitoring form does not form part of the selection process and will not be circulated to the selection panel. It will be used solely to monitor the effectiveness of the college’s equality policy.

The interviews will take place in the week commencing 26 March 2018. References will only be taken up for the successful candidate.
The appointment will be subject to a satisfactory report from the Disclosure and Barring Service (DBS).

The position may be discussed further with the Registrar & Director of Admissions (lynn.featherstone@hertford.ox.ac.uk).

Data Protection

All data supplied by applicants will be used only for the purposes of determining their suitability for the post and will be held in accordance with the principles of the Data Protection Act 1998.

Hertford College is an Equal Opportunities Employer