**Job title:** Events and Communications Officer

**Reports to:** Deputy Development Director

**Salary:** Grade 5 of the Oxford University Salary Scale (currently £25,482 to £30,395 per annum)

**Location:** Hertford College, Oxford, OX1 3BW

**Hours:** full-time

**Contract type:** permanent

## Background

Hertford is one of the larger Oxford colleges, with over 400 undergraduates and nearly 250 postgraduates. First founded as Hart Hall in 1282, and then refounded as Hertford College in 1874, the main site lies in the heart of Oxford near the Radcliffe Camera. The college is governed by a body of 43 Fellows, and has a community of 7,000 alumni members. The Development Office forms the main point of contact between Hertford and its alumni.

This is an exciting time for Hertford. The Principal, Will Hutton, joined the college in 2011 and is overseeing a period of growth. Will was formerly been Editor-in-chief of the Observer, and is also a best-selling author and leading public intellectual. The Director of Development, Julia Thaxton, joined the Development Office in 2014 and has implemented a new strategy for the Development Office across all areas.

Hertford is known for its progressive social agenda and proactive approach to access. The college is a friendly and open community, where staff, fellows, alumni and students work together for the best interests of current and future students. 2014 marked the 40th anniversary of co-education in Oxford, when Hertford was one of the first colleges to admit women into a mixed residence as undergraduates. 2015 was the 50th anniversary of Hertford’s pioneering access scheme: in the 1960’s one of Hertford’s academics, Neil Tanner, was the first person to kick-start access at Oxford by personally encouraging applications from state and maintained schools in the north of England, attracting young people from non-traditional backgrounds to study at Hertford.

The Development Office is in the early stages of a major new fundraising drive, which will be based around several new building projects and our ongoing commitment to student support.

## Further details

The Development team at Hertford is made up of five people: the Director (Julia Thaxton), Deputy Director (Olga Batty), Development Officer (Sarah Bridge), Alumni Relations Officer (Jason Fiddaman) and the Events and Communications Officer. The post holder will also liaise with other departments in the college, in particular the Events Coordinator and Catering, as well as Fellows and the students at the College.
The Events and Communications Officer will focus on alumni relations, with specific attention for creating high quality publications, digital communications and events to engage alumni with the college's work.

Some flexibility in working hours will be necessary, as the role requires attending some events in the evening or at weekends.

**Job description**

**Events and Communications Officer**

**Reports to:** Deputy Development Director

**Development focus:** Alumni relations, with specific attention to communications and events

**Primary responsibilities:**
This list includes the main responsibilities of the role but is not exhaustive. Other relevant duties may be specified by the Development Director or Deputy Development Director from time to time.

<table>
<thead>
<tr>
<th>Print communications:</th>
<th>30%</th>
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<tbody>
<tr>
<td>Compile stories and news and manage the production of print materials, including:</td>
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<tr>
<td>- Newsletter: an annual publication communicating alumni and academic news and features</td>
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<td>- Magazine: an annual publication with long-form articles of college interest and alumni personal news (births / marriages / deaths)</td>
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<td>- Assist other members of the team in project-managing other fundraising publications, including the telethon and other campaign brochures, legacy brochure, Donor Report, greeting cards, etc.</td>
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<td>- Project-manage ad hoc publications, including information for freshers, graduands, Friends of Hertford etc.</td>
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<th>Online communications:</th>
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<tr>
<td>Compile stories and news and produce online communications, including:</td>
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<tr>
<td>- E-News: a monthly email bulletin, with notifications about upcoming events and news stories</td>
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<td>- Social media: establish a social media strategy and encourage participation via social media networks</td>
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<td>- Website: regularly review and update website content on the alumni and development pages. Manage Development section on Intranet.</td>
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<th>Events:</th>
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<tr>
<td>Manage regional UK and London based events</td>
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<td>Manage international events</td>
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<tr>
<td>Manage the John Donne Lecture &amp; Dinner event for benefactors &amp; VIP guests</td>
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<td>Manage one-off events related to fundraising campaigns or special college celebrations</td>
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### Alumni relations enquiries & data management

- Act as the first point of contact for alumni enquiries to the Development Office in the absence of the Alumni Relations Officer, and direct their queries appropriately.
- Take alumni wishing to tour the college on ad hoc visits around the main college site.

### Additional responsibilities:
- Ensure comprehensive record-keeping and reporting of all substantive alumni contact on the database.
- Use the database to analyse giving data and use that information to form/alter event and publication strategies accordingly.
- Attend events and represent the College in Oxford, elsewhere in the UK and overseas, in a way which effectively promotes the College and enhances its reputation.
- Contribute to a smooth-running development operation that interacts easily with other departments in the College.

### Targets:
- To strengthen the relationship between the college and alumni / Friends of Hertford so that the Hertford community is more likely to respond to news, attend events and give to fundraising requests.
- To ensure regular communication of college, student and alumni news to the Hertford community.
- To increase Hertford’s level of ‘active alumni’ to 60%.

### Person specification

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<tr>
<th>Qualifications</th>
<th>Essential: Educated to degree level, or equivalent through professional experience or qualifications</th>
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<tr>
<td>Experience</td>
<td>Essential: You have strong IT skills, particularly Microsoft Office. Desirable: You have knowledge of InDesign, Photoshop or other publishing software. You have created digital content using services like Mailchimp. You have produced articles or content for a print or digital publication. You have spent time working within a customer-facing office environment. You have experience organising and running events. You have an understanding of how the Higher Education or charity sectors engage with their different audiences.</td>
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<tr>
<td>Professional qualities</td>
<td>Your spoken and written English is excellent, and you can write engaging copy for print and online.</td>
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You think creatively, coming up with new ideas and solutions to problems.

You demonstrate intelligence and maturity, and can use your initiative to make independent decisions, but you also know when you need advice.

You work logically and methodically, working your way through nuanced issues and using your common sense.

You pay impeccable attention to detail in all areas.

You value quality and efficiency and enjoy refining systems and procedures to improve output.

You are proactive, flexible and adapt well to changing circumstances.

You can work calmly under pressure and are able to prioritise and manage a varied workload.

You are reliable, and you never miss a deadline.

**Personal qualities**

You are organised, motivated and able to manage a demanding and varied workload.

You are friendly, articulate and professional; able to communicate with a wide variety of people internally and externally.

You are enthusiastic and motivated, able to use initiative.

You are a creative thinker, able to contribute suggestions about how to improve the team’s activities and output.

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**How to apply**

Applications will be accepted by email only. Please include the following attachments:

1. A completed Employment Application Form (available from the College website: https://www.hertford.ox.ac.uk/and-more/vacancies)
2. CV (maximum 2 sides of A4).
3. Covering letter detailing how your experience, skills and qualifications meet the criteria for the post, and why you would like this job.
4. [Optional] equal opportunities monitoring form, which is available on the vacancy page of the Hertford website.

Applications should be emailed to HR@hertford.ox.ac.uk before the closing deadline of 8am on Monday 1st April 2019. Interviews will be held between 3rd and 5th April.

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**Annual Leave:** 23 days + Christmas and Bank Holidays.

**Hours of work:** Your normal hours of work will be from 9am to 5:15pm Monday to Friday (36.5 hours per week), with unpaid lunch break of 60 minutes. You will also be required to work at functions and events outside of working hours, for which you may be entitled to time off in lieu as agreed with your manager.

**Meals:** Staff lunch is provided free of charge in the College Hall when the kitchens are open.

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Hertford College is a registered charity, number 1137527
Pension: All Hertford employees are entitled to enrol in the Oxford Staff Pension Scheme (OSPS) after their probation period.

Training: in-house training will be available for applicants unfamiliar with organising events and/or use of the DARS database; further training and development may be available with the Development Office’s budget.

Probationary period: The appointment is subject to a probationary period of six months.

Data Protection
In accordance with the General Data Protection Regulation (GDPR), we have implemented a privacy notice to inform you, as a prospective employee of our College, of the types of data we will process about you. We also include within this notice the reasons for processing your data, the lawful basis that permits us to process it, how long we keep your data for and your rights regarding your data. This Privacy Notice can be found on our website at this address: https://www.hertford.ox.ac.uk/privacy.

Equal opportunities
Hertford College is an Equal Opportunities Employer.