# Newnham College Job Description

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Director of Communications</th>
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<tbody>
<tr>
<td><strong>Reporting to:</strong></td>
<td>The Principal</td>
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<tr>
<td><strong>Significant working relationships:</strong></td>
<td>Director of Communications (job share partner), Development Office Senior Members, staff members, students and key alumnae.</td>
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<td><strong>Place of work:</strong></td>
<td>Newnham College and associated properties</td>
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<td><strong>Tenure:</strong></td>
<td>Permanent</td>
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<tr>
<td><strong>Hours:</strong></td>
<td>Part time, 22.5 hours per week equating to 0.6 of full time equivalent (FTE)</td>
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<td><strong>Salary:</strong></td>
<td>£25,289 based on 0.6 FTE contract from a full time salary of £42,149, which currently is point 49 on the University’s single salary spine</td>
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<td><strong>Holidays:</strong></td>
<td>33 days including 8 public holidays</td>
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<td><strong>Pension:</strong></td>
<td>The College offers membership of USS (Universities Superannuation Scheme) the employer contribution for which is currently 21.4%</td>
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<td><strong>General terms and conditions:</strong></td>
<td>This post is subject to proof of the right to work in the UK and governed by the provisions in College staff handbook, policies and procedures which may change from time to time. Confirmation in post is subject to satisfactory references and the successful completion of a 6-month probationary period. Thereafter, the notice period is three months.</td>
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## Main Purpose of Role/Overview:

To support the College in being a place of excellence for teaching, learning and research, and to support the College Strategy, through the targeted use of internal and external communications. Our College Strategy challenges us to:

- Be a destination for education, learning, research and employment
- Know and celebrate who we are and why we matter
- Value and steward our College infrastructure, relationships and resources

The Director of Communications leads the College’s integrated communications strategy, across various channels. This is a job share role and will lead on some elements, sharing others with the current job share partner. The overall expectation is that both partners will be able to do all parts of the role to work flexibly and to cover each other’s absences.
Main duties and responsibilities

Strategic Planning, Implementation and Evaluation, and Reputation Management
- Responsible for design, implementation, review and updating of the College communications strategy, which is reviewed at least three times a year.
- Develop and implement College crisis communications strategy for all communication channels, internal and external.
- Produce annual reports on progress, including website analytics, for the Principal and relevant staff as required.
- Produce an annual report to the College Council and Governing Body, on activities in the previous academic year and proposals for the coming year.
- Develop strategies for dealing proactively and reactively with reputational issues.

150th Campaign and 2022 Fundraising Campaign
- Residual support from the 150th anniversary.
- Help support the development and implementation of a communication strategy for the 2022 Development Giving Day campaign through all College channels.

Website Maintenance and Content
- In liaison with other College staff, actively manage the website, planning updates of content and generating new content.
- Ensure the website supports our wider strategic communications and business goals, promoting Newnham College as a place of excellence in teaching, learning and research.
- Work with the Director of IT to ensure the security and stability of the website.
- Manage the relationship with the external website maintenance company.
- Seek opportunities to re-use content effectively across channels.

Website development including new website for 2024
- Develop a strategy for the next 5 years of website development
- Commission and project manage the launch of a new College website by August 2024. The work includes
  - Tendering for and commissioning a website development agency to conduct analysis and research into the College’s requirements for a new website and design and build the website
  - Managing the contract with the website development agency, working with relevant stakeholders to ensure it is delivered on time and to the agreed specification
  - Reviewing existing content on the website and producing or commissioning new content

Social Media and Digital content
- Manage the College’s social media presence, including the College’s own core accounts.
- Oversee and align accounts run by individual teams, providing training, mentoring and upskilling to other College teams in social media, digital and writing skills.
- Gather, write and publish exciting, important and engaging news from all areas of the College, showing that all aspects of College life are valued but with a particular emphasis on a student centric and accessible approach.
- Identify and create social media content (photos and videos) and identify and work with student accounts (TikTok, vlogs for example).
• Be members of, and contribute to central University Social Media Forum to share learning and amplify wider opportunities for content.
• Responsible for managing and overseeing any digital content produced for the College, such as video content for use on the website.
• Working with other departments and external partners to ensure quality and consistency in terms of tone of voice, look and feel.
• Leveraging any digital content across all digital and social platforms where appropriate.

Internal communications (SCR, staff and students)
• Enable communications and relationships within the College, in line with College strategy, to enable a deeper understanding of the needs and values of their fellow members.
• Communicate how and why Newnham uses its resources, and how these decisions are made, to ensure transparency.
• Support departments, committees and individuals in communicating information within the college, particularly information which is sensitive or might be misinterpreted.
• Support and advise students in their communications with other members of College, particularly regarding information that is important and sensitive.
• Promote College events through appropriate channels, including writing the weekly College internal newsletter, Newnham News.

Research Communications
• Seek out research within College, from both postgraduates and established academics, to celebrate and communicate to relevant audiences.
• Show the College as a centre for current research of international significance.
• Support researchers in their own communications as appropriate, including seeking out opportunities for media coverage of research.
• Support the postgraduate research conference, including running training sessions for presenters.

Alumnae Communications
• Full editorial responsibility for the annual alumnae Roll Letter publication, including creating, selecting, and editing content and production.
• Act as a consultant to support the Development Office’s alumnae communications, particularly sensitive communications, as appropriate.

Stakeholder Relations
• Liaise regularly with senior colleagues such as the Principal, Senior Tutor, Admissions Tutor, Graduate Tutor and Development Director.
• Develop and maintain links with relevant College groups and committees such as the SCR, Council and Governing Body, the JCR and MCR committees, the Roll Committee, Associates and Honorary Associates.
• Maintain good working relationships with alumnae through the Development Office and with the University Communications Office.
• Take part in the life of the College, regularly attending lunch in College, attending talks, concerts, and formal and informal events.
- Attend appropriate meetings and committees, to keep aware of College events and concerns, and to communicate them as appropriate.

**Media Relations**
- Identify, write and disseminate news stories on College digital channels and to appropriately targeted media outlets.
- Respond to media enquiries.
- Develop relevant media contacts in local, specialist and national media.
- Regularly monitor media coverage of the College, its students and Senior Members, flagging both opportunities and areas of potential concern.

**Business Support**
- Supporting other areas of the College in their communications and marketing plans such as the Conferencing Team and Iris Café.
- Oversee the design and production of other relevant publications, such as the College Prospectus and adapting content to meet a variety of needs.
- Project and tender management skills for work outsourced to external contractors

**General**
- To take part in the College’s appraisal scheme and to undertake training as required.
- To be responsible for your own health and safety in the workplace.
- To comply fully with all the College’s policies including health and safety, equal opportunities and data protection.
- To undertake any other reasonable request or duties, commensurate with this post.

The above is not an exhaustive list of duties. The post-holder may be asked to take on different tasks as required and all are expected to work collaboratively to support the overall work of the College.

*Newnham College is an equal opportunities employer March 2022*
## Person Specification

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<tr>
<th>Qualifications, experience and background</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>• Educated to degree level or equivalent professional experience</td>
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<td>Experience in the higher education sector</td>
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<td>• Significant professional experience in a substantial Communications role.</td>
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<td>Experience in research communications</td>
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<td>• Experience implementing communication strategies</td>
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<td>Experience of developing new communications strategies</td>
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<td>• Experience in external media relations, including working with the press to achieve positive media coverage.</td>
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<td>Substantial experience of writing for and editing print media</td>
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<td>• Experience in reputation management, including planning for and responding to challenging situations</td>
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<td>Project management experience, including managing multi-stakeholder projects over a year.</td>
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<td>• Proven expertise in creating, managing and deploying social media content.</td>
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<td>Experience of managing external contractor relationships, including the tendering and selection process</td>
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<td>• Experience in coaching junior staff and developing their skills</td>
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<tr>
<th>Specific knowledge/skills (communications)</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>• Exceptional verbal and written communications ability in English.</td>
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<td>Ability to identify and implement appropriate evaluation metrics and techniques</td>
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<td>• Ability to think strategically and respond to changing information</td>
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<td>Understanding of Google Analytics and other tools</td>
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<td>• Ability to make evidence-based, timely decisions</td>
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<td>• Ability to work in an environment that requires discretion and confidentiality</td>
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<td>• Excellent project management and organisational skills</td>
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<th>Specific knowledge/skills (website)</th>
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<tr>
<td>• Highly competent with technology, including content website and social media platforms.</td>
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<td>Experience of tendering for and assessing bids for work from external web developers and designers</td>
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<td>• Experience of commissioning a new website, including handling consultations with different constituencies, working with external web developers and designers and internal stakeholders</td>
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<td>• Project management expertise in the communications field</td>
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<td>• Experience as administrator of content-managed websites</td>
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| Personal attributes | • Able to build effective professional relationships with a variety of people  
• Confident and diplomatic in working with senior stakeholders  
• Level-headed in challenging situations and with unexpected events  
• Able to prioritise effectively in line with strategic goals  
• Committed to the College’s mission of women’s education and global research.  
• Well organised and reliable, delivering on their commitments | • An enjoyment of working with young people and with researchers  
• An engaging and confident public speaker  
• Collegiate approach, enjoying building relationships with others, asking for suggestions and sharing good practice |