



ST JOHN'S COLLEGE CAMBRIDGE

**Further particulars for the post of
Head of Communications**

Requirement

St John's College wishes to appoint a Head of Communications to manage the College's Communications Office and its staff, contributing to and implementing a College communications strategy.

St John's College

St John's College was founded in 1511 by Lady Margaret Beaufort, the mother of King Henry VII. It is one of the largest of the University colleges and has some 530 undergraduate and 320 post-graduate students, and around 160 Fellows in a very wide range of academic disciplines. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is currently able to accommodate all its students in College and nearby hostels and houses. All Fellows have a study in College and some are fully resident in College. Additionally, the College employs some 250 Assistant Staff. The College is a very diverse community with approximately 15% of its undergraduates and 55% of its graduates coming from overseas.

Further information on the College can be found on the College website www.joh.cam.ac.uk

College Aims: the College's statutory aims are the promotion of education, religion, learning and research.

Department Aims: The Communications Office aims to establish and develop a modern, proactive, consistent and coherent approach to internal and external College communications, and to advise College officers and other staff in their dealings with the media, so enabling the College to fulfil its statutory and strategic aims.

Principal Responsibilities and Duties

Job title:	Head of Communications
Department:	Communications Office
Responsible to:	Head of Information Services and Systems
Job Purpose:	To manage the College's Communications Office and its staff, contributing to and implementing a College communications strategy.

Principal Responsibilities

- a) In order to ensure the efficient, consistent operation of the Communications Office, the Head of Communications:

- i. supervises the work of staff in the department, carrying out SDRs, ensuring staff have measurable objectives and that schemes for personal and professional development are in place
 - ii. maintains statistics on communications activities
 - iii. develops departmental strategy, policies and targets in pursuit of the College's Strategic Plan.

- b) In order to enhance proactively the College's reputation as a high-achieving and accessible academic institution, and to keep the College positively in the public eye, the Head of Communications :
 - i. contributes to, oversees and commissions the production and deployment of press releases and news stories, publicising and placing stories in appropriate media outlets
 - ii. develops productive media contacts within and outside the University
 - iii. ensures that the Communications Office monitors and assesses press coverage
 - iv. oversees the development of engaging, clear, consistent and visually attractive website content in line with the Strategic Plan and directions from the Council, supervising and advising on the work of the Web and Media Officer to avoid duplication of effort and significant variations in style and content
 - v. ensures that the Communications Office serves as a first point of response for general enquiries directed to the College, taking a share in answering enquiries received by the Communications Office, either by phone or in writing, passing on more specialized questions to the relevant departmental expert
 - vi. works with the Fellowship and relevant staff in the Development Office and the Biographical Office to identify College connections to current news stories and to be well briefed on the achievements, distinctions and activities of College alumni.

- c) In order to ensure a coherent, consistent approach to College communications, the Head of Communications:
 - i. advises the Head of Information Services and Systems, other senior colleagues and the College Council on strategic and other matters relating to communications
 - ii. is responsible for the consistent development of identity guidelines and templates for use on the College website, on College forms and notepaper, in College publications and in other areas
 - iii. provides advice on departmental communications policies, relevant legislation and standards to colleagues in the College. The post-holder will also take periodic soundings on communications needs and aspirations in other departments, through serving on the Communications Committee, by chairing a 'departmental forum' on communications involving representatives of every College department, and by any other appropriate means.

- d) In order to ensure that the College earns credit for making a consistent contribution to the education of a wider public, and to help dispel commonly-held myths about the College and College life, the Head of Communications:

- i. directs the Press Publicity and Communities Officer in community outreach work, ensuring that the outreach contribution of the Communications Office does not duplicate but rather complements activities in other departments
 - ii. ensures, by working with the Web and Media Officer, that the website design permits ready general access to relevant information and descriptions of services and collections.
- e) In order to inform colleagues on College news and developments, and to further harmonious staff relations, the Head of Communications:
- i. monitors and advises on the effectiveness of cross-College internal communications systems and processes
 - ii. arranges staff briefings and issues (non HR and non departmentally-specific) staff bulletins and briefing notes on behalf of the Council
 - iii. prepares, as required, a draft College Annual Report or equivalent document for consideration by College Officers and the Council, overseeing eventual dissemination of such a publication
 - iv. produces a periodic staff or wider College community newsletter or information site in an appropriate format.
- f) In order to enhance consistently the public image of the College by facilitating the creative work of film-makers, artists and photographers, the Head of Communications processes requests for filming, painting and drawing, and photography in College, recommending appropriate cases for approval to the Council via the Head of Information Services and Systems.
- g) In order to ensure that the College complies efficiently with current legislation, the Head of Communications is responsible to the Head of Information Services and Systems for processing requests made to the College under the Freedom of Information Act and/or equivalent legislation, gathering information, drafting responses, briefing College Officers when required, and maintaining a record of requests and responses.
- h) In order to further the strategic aims of the College, the Head of Communications undertakes any other reasonable duties as required by the College Council.

This list includes the principal accountabilities of the role but is not exhaustive. Other relevant duties may be assigned.

Person specification

Set out below are the qualifications, experience, skills and knowledge that are the minimum essential requirements for the role or are desirable additional attributes.

Qualifications, Knowledge and Experience:

- A degree, or equivalent, in a relevant subject is essential
- The Head of Communications must have some years of experience in a PR/Communications environment, preferably in the higher education sector.

- Experience of developing communications strategies is essential.
- Some experience of financial control and of the principles behind financial planning is essential.
- Familiarity with current communications technologies, particularly those relating to the Web, is highly desirable.
- The Head of Communications must have, or acquire rapidly, a knowledge of the history, membership, aims of and current challenges/opportunities facing the College and the University of Cambridge.

Skills, Abilities and Competencies:

- The Head of Communications must be self-motivated, able to write accurately and to a deadline, able to manage staff with varying technical competencies and areas of expertise, be persuasive and convincing in dealings with colleagues and others, and understand the workings of the College and the media potential of its members.
- A good understanding of design principles for print and electronic media is highly desirable.
- The post-holder must be able to impart concepts and knowledge in effective, efficient and enthusiastic ways.
- An ability to work across functions and departments is essential, collaborating effectively as appropriate.
- The post-holder must be assertive and resilient, willing to take a hands-on approach when necessary.

Terms and Conditions

Length of post:	Permanent
Salary:	The salary for the post will be between £39,953.55 - £46,317.35 p.a. (depending on experience)
Hours of work:	36.25 per week
Location:	The role is based in Cambridge.

Contractual benefits include:

- Membership of a contributory pension scheme after a qualifying period
- Additional Christmas salary payment
- Annual leave of 36 working days (inclusive of Bank Holidays)

Other benefits include:

- Free lunch in the College's Buttery Dining Room (subject to a monetary limit)
- Access to a private healthcare scheme currently provided by BUPA
- Access to a 'cash plan' healthcare scheme currently provided by Simplyhealth which provides some financial assistance towards the cost of everyday health expenses such as sight tests or dental check-ups after a qualifying period
- Free car parking close to the College (subject to availability)
- Free use of an on-site Gym
- Free life cover

The appointment will be subject to an initial probationary period of nine months during which the appointment may be terminated by one month's notice on either side. Following the successful completion of the probationary period, the period of notice is three months on either side.

Recruitment Process

Please include in your application:

- A completed application form;
- A brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you;
- A full c.v.

Applications should be sent:

by email to: recruitment@joh.cam.ac.uk

or by post to: HR Department, St John's College, Cambridge, CB2 1TP

to arrive no later than **12 noon** on **Monday 12 February 2018**. Interviews are expected to take place on **19 February 2018**.

Information provided will be treated as confidential and processed in accordance with the College's Data Protection Policy a copy of which may be obtained from the Data Protection Officer, St John's College, Cambridge, CB2 1TP.