Further particulars for the post of Communications Officer
Requirement

St John’s College wishes to appoint a Communications Officer on a permanent basis.

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 highly international 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 advancement of education, religion, learning and research.

Department Aims: The Communications Office provides a modern, proactive, consistent and coherent approach to internal and external College communications to enable the College to fulfil its statutory and strategic aims.

Principal Responsibilities and Duties

Job title: Communications Officer

Department: Communications

Responsible to: The Head of Communications

Job Purpose: The principal purpose of this post is to produce high quality and engaging digital and social media content that enhances the College’s image and reputation as a modern, progressive institution.

Under the guidance of the Head of Communications, you will also be expected to prepare press releases, write articles for our site and printed publications, monitor press coverage across all media, and support the general activities of the Communications Office.

Principal Responsibilities

1. Producing photography and video for St John’s College that supports the College’s communications priorities. The post-holder will be responsible for creating (producing, scripting, filming, editing and distributing) audio-visual media under the guidance of the Head of Communications ensuring it actively supports the College’s communications priorities.
2. Drafting and issuing press releases for media outlets, writing stories and creating other content for the College website and external and internal publications under the direction of the Head of Communications. All content should be produced to a consistently high standard.

3. Producing regular web and social media analytics and narrative analysis under the guidance of the Head of Communications, to assess whether the digital output of the department is reaching and resonating with the target audience.

4. The Communications Officer will have multiple administrative duties and will be responsible for various record-keeping aspects of the department. This will include monitoring coverage of the College and its activities across all media and recording it as directed. The Communications Officer will gather information on press activity and compile periodic digests of coverage.

5. The post-holder will assist the Head of Communications in arranging staff briefings and by preparing staff briefing notes, committee minutes, newsletters, posters, designing flyers and other printed marketing literature as required.

6. The Communications Officer will assist the Head of Communications in processing, assessing and recording requests for filming, photography, painting and drawing in College.

7. The Communications Officer will be required to support the organisation and promotion of public engagement events the College takes part in. This can involve anything from helping the Library team plan an outreach event to staffing them as required.

8. The Communications department is responsible for processing requests made for the College under the Freedom of Information Act, gathering information, filing responses and carrying out other associated duties. The Communications Officer may be asked to assist the Communications Officer (Freedom of Information and Data Protection) in carrying out these legal responsibilities. Training will be given as required.

9. The Communications department is responsible for maintaining the College website and intranet. The Communications Officer will be asked to support the Web and Internal Communications Officer in her duties. Full training will be given.

10. The Communications Officer will be expected to undertake such other reasonable and appropriate duties as required by the Head of Communications.

**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:**

The Communications Officer will be:

- Educated to degree level or equivalent
The Communications Officer will have:

- Advanced understanding of using industry standard cameras from smartphones to top-end digital SLRs.
- Detailed understanding of using social media platforms as communications tools.
- A flair for visually communicating difficult subjects using photographic/videography and storytelling skills.
- It would be ideal, but not essential, to have some experience of working in a press office, a newsroom or an equivalent communications environment.
- A proven ability to write and edit highly engaging copy.
- Understanding of effective digital, internal and external communications and a desire to keep up-to-date with industry and technological advances.

Skills, Abilities and Competencies:

The Communications Officer will require an aptitude for interacting with people at every level. S/he will have excellent IT skills, including experience of using Content Management Systems, social media tools, design skills and web analytics.

The Communications department is a small team so a flexible approach to the collective responsibilities of the office will be essential. It will be crucial that the Communications Officer has a willingness to quickly acquire detailed knowledge of the history, work and community of St John’s College. S/he will also need a proactive approach to the output of the office – a desire to innovate and share best communications practice is actively encouraged. Training will be on offer for the right candidate who does not yet possess experience of the main principal accountabilities.

Some weekend working, early and late working will sometimes be required to fulfil the role and time off in lieu will be given.

Terms and Conditions

Length of post: Permanent
Salary: The salary for the post will be between £23,928.58 - £26,671.56 p.a. (depending on experience) pro rata
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 ‘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 six 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 one month 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 5.00 pm on Monday 11 November 2019. Interviews are expected to take place on Tuesday 19 November 2019.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and its Data Protection Policy. Please see attached for a copy of our Data Protection Statement for further information about how we process your personal data.