



| Job Description                |  |                 |                    |
|--------------------------------|--|-----------------|--------------------|
| <b>Job title</b>               | Communications Officer                 |                 |                    |
| <b>Salary</b>                  | £38,000 FTE                            |                 |                    |
| <b>Hours</b>                   | 14 hours 0.4FTE                        | <b>Location</b> | Remote / Cuddesdon |
| <b>Department</b>              | Bursary                                |                 |                    |
| <b>Reporting to</b>            | Chief Operating Officer                |                 |                    |
| <b>Key relationships</b>       | Principal, COO, Senior Leadership Team |                 |                    |
| <b>Budget responsibilities</b> | Marketing, Donations, and Fundraising. |                 |                    |

## Summary, Purpose, and Objectives of the Role

As a key member of the bursarial team, the Communications Officer is responsible for managing and enhancing Cuddesdon's communication strategies, ensuring consistent and effective communication both internally and externally, creating a positive public image for Cuddesdon and maintaining a strong reputation and relationships with all stakeholders.

## Main Duties and Responsibilities

**Marketing and Business Promotion:** To take lead responsibility for marketing Cuddesdon and its activities, including:

- Develop and implement communication strategies to convey Cuddesdon's key messages.
- Create and maintain content for various communication channels, such as Websites, Social Media, Prospectus, Newsletters and other communications with key stakeholders.
- Take overall responsibility for social media policies, and advise staff on social media use.
- Ensure consistent branding and messaging across all communication platforms.
- Lead responsibility for BMOG (Branding, Marketing and Outreach Group), overseeing, attending, and servicing termly meetings.
- Communicate with alumni, donors and other supporters and customers.
- Collaborate with internal teams to gather information and align communication efforts and goals.
- Monitor and analyze public perceptions to adjust communication strategies as needed.
- Act as a spokesperson for Cuddesdon when necessary, representing it in a professional and positive manner.
- Marketing of all Conference and Events business.

**Fundraising and alumni management:** To take the lead role in establishing good alumni relationships (including initiatives such as Cuddesdon 500), development and implementation of specific fundraising campaigns, and management of the College's alumni database.

**Other:** Such other duties as may reasonably be requested by the Principal or COO.



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| <b>Person Specification</b>                |  |  |
|--|--|--|
| <b>Qualities</b>                           | <b>Essential</b>   | <b>Desirable</b>                             |
| <b>Qualifications</b>                      | Educated to degree level.  |  |
| <b>Knowledge and experience</b>            | Significant experience in marketing and communication.<br><br>Sound knowledge of how to use databases and social media.  | Experience in fundraising.                   |
| <b>General skills &amp; aptitudes</b>      | Good levels of numeracy and literacy.<br><br>Good IT skills and awareness of opportunities for making good use of technology.<br><br>Excellent project management and planning skills.<br><br>Excellent communication and marketing skills to enable focused, concise and effective communication.<br><br>Clear ability to develop positive working relationships with other staff, as well as with customers and potential customers. |  |
| <b>Job-specific skills &amp; aptitudes</b> | Excellent Microsoft 365 skills.  | Experience in using graphic design software. |
| <b>Personal attributes</b>                 | Ability to work well under pressure.<br><br>Cooperative, flexible and customer focused approach.<br><br>Good problem-solving skills.   |  |
| <b>Circumstances</b>                       | Flexibility in availability to meet the needs of the role.   |  |



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## Summary Terms & Conditions

|                   |  |
|-------------------|--|
| Position:         | Communications Officer   |
| Salary:           | £15,200.00 per annum   |
| Hours:            | Part-time, 14 hours per week (0.4FTE)  |
| Contract:         | Permanent  |
| Probation Period: | 3 months, during which time progress is regularly reviewed and the period may be extended.   |
| Place of Work:    | Remote, with occasional attendance to meetings at Cuddesdon.   |
| Holiday:          | Six weeks plus Public Holidays pro-rata  |
| Pension:          | You will be entitled to membership of a Church of England Pension scheme to which the College contributes 6.5% of basic pay and the employee is required to contribute a minimum of 1.5%. The College also contributes 0.5% as life insurance cover. |

Ripon College Cuddesdon is committed to safeguarding and ensuring the welfare of children and adults. This is a responsibility that is shared by all staff. The suitability of all prospective employees will be assessed during the recruitment process in line with this commitment. We have safeguarding policies in place which staff are expected to read at induction and keep up to date with any policy changes throughout their employment and/or volunteering experience. Regular training is provided.

### **Note:**

The current main duties and responsibilities of this post are outlined in this job description. The list is not meant to be exhaustive. The need for flexibility, shared accountability and team working is required. The post-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.