



NEW COLLEGE
UNIVERSITY OF OXFORD



THE GRADEL
INSTITUTE
OF CHARITY
NEW COLLEGE, UNIVERSITY OF OXFORD

Job Title:

PR & MARKETING COORDINATOR (Part-Time)

Salary:

Full-time: £32,332 - £38,205 p. a. pro rata, plus cost-of-living increase and Oxford Weighting Allowance of £1500 p.a. pro rata.

Start date: February 2025 (or earlier)

Job Description:

The Gradel Institute of Charity (GIC), a newly founded research centre at New College, University of Oxford, is seeking applications for a **PR & MARKETING COORDINATOR**.

This part-time role is ideal for a talented storyteller who can plan and produce innovative and exciting media content in order to tell the diverse stories that are found in a dynamic environment.

Summary of responsibilities:

Marketing:

- To manage, coordinate, and create a narrative for all of the College's social media channels
- To suggest and deliver an array of external publications, printed materials, and digital/social media activity to accurately highlight the activity of the Institute
- To develop and manage email campaigns for the purposes of outreach and programs
- To ensure that all GIC staff have access to, and an understanding of how to use, branded materials
- To react and plan accordingly to the monthly social media analytics, and to undertake regular competitor analysis

Website & Multimedia:

- To have up-to-date knowledge and expertise in photography and video production and post-production
- To use video and photograph post-production programmes including Photoshop/Adobe/Mac
- Taking into account the above, to ensure GIC becomes proactive on YouTube by creating a suite of videos that creates a narrative which highlights the many aspects of the Institute
- Ability to plan and deliver webinars for academic and non-academic purposes
- To work with the IT Department to ensure that the College's website is up-to-date and to implement any updates, as necessary
- To ensure that the GIC's website ensures maximum SEO and is in line with best practice on web accessibility

PR:

- Plan and coordinate news releases that promote the work of the Institute and its staff, working with other departments



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- Build and maintain productive relationships with journalists and relevant publications, ensuring press enquiries are managed effectively
- Support members of GIC who are often featured in the media, promoting topical opportunities internally and externally. To be the first point-of-contact and to liaise with departments within College for the promotion of any news-worthy stories relating to staff or the wider College
- Appropriately handle and arrange all of the Institute's media enquiries
- Perform other related tasks and responsibilities as required, contributing to the overall success of the Institute's programs and operations
- Use of a multi-platform scheduling tool (Hootsuite) to schedule in news stories, in advance, as well as reacting to any immediate news demands
- To create effective advertisements for the array of internal and external audiences

In addition to their core duties, all members of the team are expected to assist with day-to-day office administration. In pursuance of the role's general communications function, the officer will be expected to work closely with the Executive Director, Academic Director and GIC Administrator.

Competencies, skills, and qualifications required:

Essential

- Graduate or equivalent experience
- A background in marketing and / or PR
- First-class writing skills with an exceptional ability to communicate in a succinct and clear way to a range of audiences
- Excellent attention to detail and experience of proof-reading
- Excellent computer skills – MS Office, Adobe/other design software, web content management systems and College and University databases; ability to learn new IT skills as required
- High level of understanding of and ability to use social networking sites and digital media as communication tools
- A high level of ability in the planning, production, and post-production of video and photography
- Experience of creating and editing website content
- Ability to stay calm under pressure at all times
- Ability to work as part of a team but also someone who can work independently without direction
- High level of proactivity in order to create stories that reflect the life of the College
- Flexibility and the ability to prioritise tasks at peak periods
- Understanding and knowledge of GDPR and data protection legislation



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- Commitment to equality and diversity

Desirable

- Understanding of the particular characteristics of working within a College environment
- Experience of working within an educational establishment
- Knowledge of the Higher Education system

Hours:

This is a part-time position with flexible hours (10–20 hours per week).

Location: Based at the Gradel Institute, with some remote working.

New College is committed to increasing diversity across all parts of the institution and to welcoming under-represented groups. It aims to provide an inclusive environment which promotes equality and maintains a working, learning and social context in which the rights and dignity of all its members are respected to assist them in reaching their full potential. The College is an equal opportunities employer and adheres to the University's Equal Opportunities Policy and Code of Practice, a copy of which is available on request.

To apply for this position, please upload your CV and a cover letter, outlining your interest in the role, relevant experience in social media marketing and program support, and alignment with the Gradel Institute of Charity's mission. Please also supply us with the names and contact details of three referees.

Closing date: 24th of January 2025