Outreach and Communications Officer

This is an exciting opportunity for a dynamic individual to join the team at Hughes Hall, University of Cambridge, that reaches out to potential students and applicants from the UK and around the world, as well as supports a broad and diverse range of current students throughout their academic journey.

The successful candidate will help inform and define the framework, priorities and objectives involved in effective outreach and engagement across different platforms, in person and online, and in collaboration with other Cambridge colleges, faculties and departments.

<table>
<thead>
<tr>
<th>Job title</th>
<th>Outreach and Communications Officer</th>
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<tbody>
<tr>
<td>Location</td>
<td>Hughes Hall, Cambridge CB1 2EW</td>
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<tr>
<td>Reporting to</td>
<td>Head of Education Services</td>
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<tr>
<td>Contract type</td>
<td>Permanent</td>
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<tr>
<td>Probation period</td>
<td>Six months</td>
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<tr>
<td>Salary range</td>
<td>Between £27,116 to £30,497 (spine points 34-38) depending on experience</td>
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<td>Hours of work</td>
<td>37.5 hours per week. Requests for 80% FTE will be considered. Some out of hours work will be required.</td>
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<tr>
<td>Annual leave</td>
<td>Annual paid leave of 25 days plus public holidays. Pro rata for part time members of staff.</td>
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<tr>
<td>Pension Eligibility</td>
<td>The College offers membership of a contributory pension scheme with matched employer contributions up to 8%.</td>
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<tr>
<td>Mental Health Peer Support Programme</td>
<td>All staff members have access to the College’s Mental Health Peer Support Programme, supporting Mind’s Mentally Healthy Universities initiative</td>
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| Additional Benefits     | • Medicash healthcare plan (https://www.medicash.org/)  
                          | • Free lunches on working days  
                          | • Free Life Assurance cover  
                          | • Enhanced sick pay  
                          | • Cycle purchase scheme  
                          | • Annual season ticket loan  
                          | • Free on-site car parking (subject to availability) |

About Hughes Hall

The University of Cambridge’s oldest graduate college, Hughes Hall bears the name of its founding Principal, Elizabeth Phillips Hughes. Established in 1885 as a women-only teaching College, we now accept postgraduate students and mature undergraduates in all areas of study and research, offering scholarships and bursaries targeted at new and continuing students.

We are one of the most international colleges, bridging the academic and external worlds, with an open and informal atmosphere. We have around 250 Fellows and Senior Members and 900 students
from more than 80 countries. We are several years into a programme of continual enhancement of student education, wellbeing, and social activities like sport and music. A distinctive aspect of college life at Hughes Hall is an egalitarian culture where interaction and engagement between the senior membership and students is open and encouraged; there is no separate “High Table” for meals and everyone is allowed to walk on the grass!

We pride ourselves on being an oasis of calm and quiet near the busy city centre, providing a relaxing yet stimulating environment for study and research, where people of all backgrounds are welcomed, will feel at home, and can flourish. Everyone at Hughes has arrived by a different route, with a different background, and brings different experiences, strengths and stories to their studies.

Our website contains further information about our history, people, work, and values.

Job Purpose

Hughes Hall is seeking an experienced Outreach and Communications Officer to work across both the Education Services and Communications Departments. The postholder will help to position current and prospective students at the heart of our communications, outreach and administrative efforts.

The postholder will design and implement creative strategies to attract a diverse pool of outstanding applicants for mature (aged 21+) undergraduate and postgraduate study, and deliver in-person and online outreach and recruitment events for prospective undergraduates and postgraduates. As the College admits exclusively mature students, the post does not involve work with schools, but it does require regular contact with Further Education (FE) Colleges and HE Access courses, as well as frequent online and in-person interactions with prospective students.

The postholder will be a confident and articulate communicator who develops innovative content across all communications channels, manages and optimises the college’s social media channels, enhances the college’s written and visual resources, and develops digital campaigns. The postholder will have an active interest in widening the participation of students from groups underrepresented in higher education. A commitment to diversity and inclusion is essential, as much within our community as in our communications.

Key Responsibilities:

Online Communications:

● Develop, maintain and optimise college’s social media channels and implement a strategic approach to their development, including the use of analytics, SEO and other metrics.
● In collaboration with the Communications Manager, the Admissions Tutor, Senior Tutor and student ambassadors, maintain and develop social media activity and targeted digital campaigns in support of outreach and student recruitment activities.
● Develop and maintain an online prospectus and virtual tour opportunities.
● Develop digital campaigns for target college audiences to support cross-departmental objectives.
● Support the production and dissemination of news items, summaries and other updates to the College community and key stakeholders.
● Use video editing and photography skills to develop the College’s visual resources and identity, including enhancing ways to highlight our students’ experiences and college strengths in research and innovation.
● Support the development of the college website and user experience, ensuring content is engaging, relevant and up to date.
Strategic Collaboration:
- Support and optimise communications targeting future students around admissions and throughout the application journey.
- Play an active part in related collegiate Cambridge communities to maximise central communications channels and support, including maintaining contacts with relevant post holders at the two other mature colleges as well as at standard-age Cambridge Colleges in order to enhance their outreach activities for prospective mature undergraduates.
- Work with the Senior Tutor and Admissions Tutor to devise a strategy for UK and international recruitment of undergraduates and postgraduates.
- Support connectedness with internal and external audiences, including embedding the academic cycle into communications priorities and engaging student ambassadors in promoting the college.
- Help with admission enquiries, students’ transition to university, and related administrative processes in collaboration with the Tutorial Office, including accommodation.

Events:
- Plan and deliver open days, admission clinics, visits to college, and information Q&As, and develop other recruitment events (including online or virtual events).
- Participate as required in relevant outreach events such as the University Open Days (coordinated by the Cambridge Admissions Office) and dedicated Faculty Open days, and engage in strategic and targeted communications around these activities.
- Design and deliver events for offer holders (both online and in person) to inform and welcome new students.
- Arrange and deliver outreach events with the Admissions Tutor and current students, such as the Oxbridge Student Conferences.

Outreach:
- Develop and support outreach programmes for mature students from underrepresented groups or with experience of educational disadvantage (e.g. Foundation Year, Cambridge 21+, or regular contacts with FE Colleges and HE Access Courses).
- Recruit, organise and train student ambassadors to give College tours, make outreach visits, and respond to student queries in person and online.
- Collaborate with University departments in outreach work to prospective undergraduates and postgraduates.
- Offer College tours across the year for prospective students, and engage in communications around these events.

Data Collection and Management:
- Devise surveys to evaluate the impact of outreach activities.
- Analyse and present findings from evaluation activities, social media metrics and other data points, to inform strategy and activities.
- Act as the College lead on the Higher Education Access Tracker (HEAT) to monitor impact of outreach and recruitment activity.
- Maintain a database of the FE Colleges and HE Courses whose students have applied, or ought to apply, to Hughes Hall.
- Develop feedback processes and analysis with potential and current students to help enhance our offer, communications, and processes.
- Develop inclusion and diversity metrics to support communications and inform outreach, plus new ways to monitor and evaluate key data relating to events and open days, and conversion rates.
The post-holder may be asked to take on different tasks in support of communications and education services activity, and all employees are expected to work collaboratively to support the overall work of the College.

**Person specification**

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<th>Essential</th>
<th>Desirable</th>
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<td><strong>Education and Experience</strong></td>
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<td>Educated to degree level or equivalent professional experience</td>
<td>Relevant experience of working in one or more of the following:</td>
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<tr>
<td>Experienced in managing social media platforms responsively, innovatively and responsibly</td>
<td>● a Higher Education setting</td>
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<td>Experienced in developing and delivering digital engagement campaigns (email, social media, web-based)</td>
<td>● web content development</td>
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<td>Experience supporting and/or managing events and other engagement activities.</td>
<td>● with journalists, responding to media enquiries and generating media coverage</td>
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<td>Experience in an administrative role, particularly one supporting the experience of students/members</td>
<td>● mapping and improving website user customer journeys (UX) and good knowledge of SEO practices</td>
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<td>● editing, creating and commissioning innovative content, including photography, video, blogs, and podcasts</td>
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<td>Experienced in the use of analytics and other communications metrics and data</td>
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<td><strong>Knowledge and Skills</strong></td>
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<td>Excellent communication skills: able to produce engaging content and write fluently, concisely, and coherently</td>
<td>Analytical skills, with an understanding of how to gather audience insight and use data to shape decisions and improve outcomes</td>
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<td>Excellent interpersonal skills including the ability to engage confidently with peers at all levels across the College communities and target audiences</td>
<td>Skills in using Adobe Creative Suite and/or similar design software</td>
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<td>Technically competent, including across Microsoft Office suite, digital platforms and website content management systems.</td>
<td>Skills in surveying, data collection, record systems and developing a range of data to improve services</td>
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<td>Familiarity with the Cambridge collegiate system</td>
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<td><strong>Personal Attributes</strong></td>
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<tr>
<td>Able to work collaboratively and with strong organisational skills, accuracy and good attention to detail</td>
<td>Aware of equality, diversity and inclusion issues</td>
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Tactful and sensitive in dealing with current and prospective students, staff and the general public

Able to take initiative and think creatively, whilst recognising constraints of existing resources

Able to work occasional weekend or early evening hours, and to make occasional trips to FE colleges or outreach events

Flexibility and the ability to act on own initiative are also essential as well as being able to juggle priorities and work at pace

Good understanding of issues of accessibility requirements regarding a range of communications and activities

A genuine excitement about developing a new role and learning from best practice across Cambridge and higher education landscapes

Able to engage supportively and proactively with a range of people to make a difference to their experience and outcomes.

**Screening Check Requirements**

The College has a legal responsibility to ensure that all its employees have the legal right to live and work in the UK. Any offer of employment will be subject to the College verifying that you are eligible to work in the UK before you start work.

If you are invited to interview, you will be asked to bring original documents from List A or List B (below) and a copy will be taken; alternatively, if you hold a 'digital immigration status', your **Share Code** will be required to access this status online.

- **List A:** Documents/statuses which denote an unrestricted and unlimited right to work in the UK
- **List B:** Documents/statuses which denote a temporary and/or restricted right to work in the UK

**Application Process**

To submit an application for this vacancy, please complete the job application form and include a covering letter outlining how you meet the job description and person specification. You are also encouraged to complete the College’s Equality and Diversity Form. Hughes Hall values diversity and is committed to ensuring equality of opportunity. The College welcomes expressions of interest and applications from candidates from all communities and a diversity of backgrounds.

All documentation should be emailed to **hr@hughes.cam.ac.uk**. The closing date for applications is Midday (GMT) on 13 June 2022. Interviews will be held at Hughes Hall, Cambridge.

Any information given will be processed for employment selection and statistical purposes. You will find all of the relevant Data protection Statements on our website at [www.hughes.cam.ac.uk/wp-content/uploads/2021/06/Hughes-Hall-Data-Protection-Policy1.pdf](http://www.hughes.cam.ac.uk/wp-content/uploads/2021/06/Hughes-Hall-Data-Protection-Policy1.pdf) and also on page 7 of the application form.

For an informal discussion about the post, please contact Monica Kelly, Head of Education Services on education.manager@hughes.cam.ac.uk. If you have any questions about the application process, please contact the HR Manager on hr@hughes.cam.ac.uk.