Magdalen College is seeking to recruit a bright and enthusiastic team player to join its Development Office.

Magdalen College has had a Development Office for over 20 years and during that time it has enjoyed tremendous support from its c.8000 alumni. The Development Office plays an essential role in establishing close relationships with our alumni and raising funds for the College. The Communications Officer will have a great opportunity to support the Head of Alumni Engagement in delivering a successful alumni and fundraising communications programme in one of the largest colleges in Oxford University in terms of students and alumni. Further information about the College is available from the website: www.magd.ox.ac.uk.

You would join a friendly, team-spirited office comprised of eight individuals tasked with continuing the College’s success in alumni relations and fundraising, which includes the Development Director, the Head of Alumni Engagement, the Senior Development Advisor, the Major Gifts Officer, the Database Manager, the Alumni Engagement & Stewardship Officer and the Development Assistant. This is an exciting time to be working at one of the leading Oxbridge Colleges in fundraising with a well-staffed, innovative and ambitious team and an engaged Fellowship.

The Communications Officer will be expected to review and enhance current communication strategies as well as introduce new creative ideas for engaging with our alumni. The role will require the ability to communicate clearly and appropriately, and to gather and write stories that successfully communicate key messages, as well as technical ability with print, web editing, video and email marketing software. Other requirements include an understanding of marketing/PR and social media, creativity, initiative, accuracy, flexibility, and a willingness to accept responsibility.

Job Description

The Communications Officer will report to the Head of Alumni Engagement, but will also work closely with other colleagues on fundraising materials. In summary, the principal tasks will include:
• Producing and distributing the annual College alumni hard copy publications, including Floreat Magdalena, the College Record, the Impact Report and the donor calendar*

• Producing and sending monthly e-newsletters to alumni

• Producing and sending fundraising materials by post* and email, including generating video content**

• Producing and sending event invitations and emails

• Creating content for and updating the College news section and alumni pages of the College website

• Maintaining and developing the College’s Social Media presence (Facebook, Twitter, Instagram, LinkedIn, Flickr, Oxford Alumni Community etc.)

• Attending alumni events, including recording/broadcasting or photographing them where required

*An external designer is generally used for print materials.
** An external video editor can be used

The list of duties and responsibilities is not exhaustive and you may be required to carry out alternative tasks as instructed by your supervisor to ensure the Development Office can operate an efficient service at all times.

Personal specification

Essential

• Educated to degree level or equivalent
• Outstanding written communication skills
• Creative, with a journalistic ability to find stories relevant to alumni
• Ability to translate complex academic and/or financial material into accessible and interesting articles for a non-academic audience
• Excellent proofreading skills
• Excellent IT skills, including Microsoft Word and Excel
• Experience of using social media in a professional context
• Exceptional organisational and administrative skills
• Ability to prioritise and organise workload
• Ability to work as part of a team, work unsupervised and under own initiative
• Ability to work to tight deadlines and under pressure
• Flexible, adaptable and reliable, with good time-keeping skills
• Accuracy and attention to detail
• A diplomatic and polite approach
• Excellent standard of personal presentation
• Ability to promote the College in a positive and vibrant way

Desirable

• Experience of using WordPress or equivalent website editing software
• Experience of using MailChimp or equivalent email marketing software
• Experience of using InDesign or equivalent
• Experience of generating video content
• Experience of creating podcasts and broadcasting/recording events using Facebook Live or equivalent
• Experience of taking photos in a professional or semi-professional context and using Photoshop and Flickr
• Experience of alumni relations, marketing or public relations work
• Experience in using contact management databases such as DARS or Raiser’s Edge

Salary and Benefits

The salary will be on the University Grade 6 Scale £28,098 to £33,518 per annum.

Benefits include:
• Membership of contributory pension scheme
• Free lunches
• Car parking may be available
• Use of sports facilities
• Optional contributory Healthcare Scheme
• Bus pass purchase scheme
• Holiday entitlement is 30 days per annum plus bank holidays. Some restrictions may apply when holiday cannot be taken to ensure the smooth running of the Development Office. Some set days holiday must be taken when the College is closed

Training

Training in the use of the Development Office database (DARS) will be provided. The post-holder will be encouraged to attend appropriate internal and external training opportunities.

Hours of Work

36.5 hours per week, Monday to Friday. Flexible work requests including partial remote working will be considered. It is expected that the Communications Officer will attend some College events as a matter of routine and as part of their information and news-gathering role. This will entail some weekend and evening work for which time off in lieu will be given.
Applications

Interested applicants should submit the following to Human Resources, Magdalen College, Oxford, OX1 4AU or human.resources@magd.ox.ac.uk:

- Covering letter that summarises your interest in the post and provides evidence of your ability to match the criteria in the person specification
- College application form
- Recruitment Monitoring Form
- Recent writing sample

The closing date for receipt of applications is 12 Noon on Monday 18th December 2017. Interviews are expected to take place on Wednesday 10th January 2018. Late or incomplete applications will not be accepted.