



TRINITY COLLEGE UNIVERSITY of OXFORD

Job description and selection criteria

Job title:	Head of Communications, Trinity College Oxford
Salary:	£52,000 - £57,000 depending on experience
Reporting to:	The President
Purpose of role:	To lead the strategic development and delivery of the College's communications in order to promote the full range of Trinity's activities to a range of audiences including fellows and lecturers; students, prospective students and their families; alumni; staff and externally.

Introduction

The University

The University of Oxford is a complex and stimulating organisation, which enjoys an international reputation as a world-class centre of excellence in research and teaching. It employs over 11,000 staff and has a student population of over 22,000, of whom roughly half are undergraduates.

Trinity College

Trinity College is one of 39 self-governing and independent colleges at Oxford. The Colleges give both academic staff and students the benefits of belonging to a smaller, interdisciplinary community as well as to a large, internationally-renowned institution. The collegiate system fosters a strong sense of community, bringing together leading academics and students across subjects, and from different cultures and countries.

The College, founded in 1555, occupies a fine position in the centre of the City. It currently admits approximately 85 undergraduates and 50 graduate students each year, with a balance between Arts and Science disciplines, and there are approximately 450 students in residence at any one time. The College prides itself on combining the highest academic standards with a particularly friendly sense of community.

Our vision is for Trinity to be recognised as a modern College that attracts some of the best academics in the world and welcomes a diverse and widely representative student community, in which international, UK state- and independent-school students all have a place and students of all backgrounds feel equally valued, supported and able to flourish.

Further information about the College is available at <http://www.trinity.ox.ac.uk>

Responsibilities

The Head of Communications is responsible for developing, gaining agreement to, and delivering a comprehensive communications strategy to support the College's objectives and enhance the reputation and profile of Trinity College and its community.

The role involves co-ordinating and contributing to Trinity's communications activity, and making creative and effective use of all relevant communication platforms to promote Trinity to a range of stakeholders.

The post-holder is responsible for managing the communications budget, for monitoring and evaluating the effectiveness of communications activities and reporting on progress to the President, the Governing Body and other colleagues.

External Communications

1. Act as the College's brand guardian, maintaining an oversight of all external College publications and communications, providing professional advice to colleagues and ensuring consistency in terms of presentation, style and the effective communication of the College's core values and key messages.
2. Ensure that all College external information is current, timely, engaging and imaginatively delivered across the most appropriate communications channels, writing and editing online and printed material and managing others to do so.
3. Work with College members to identify potential news stories and ensure these are effectively promoted via the College website, social media, and other relevant channels including national media to strengthen the reputation of the College and its members.
4. Manage media enquiries including crisis communications, working collaboratively with Oxford University's Public Affairs Directorate.
5. Ensure that the College's communications with prospective students, parents and schools conveys the distinctive qualities of Trinity as a diverse and inclusive community, open and welcoming to students of all backgrounds.
6. Draft high-quality communications, ensuring appropriate content, tone and consistency.

Digital Communications

1. Provide editorial oversight of the College's website and social media channels, leading the development of informative and engaging content including imagery, video and audio for external and internal audiences.
2. Work with key internal and external stakeholder groups to ensure that the website meets their ongoing needs.

3. Keep abreast of innovations in digital technology, including accessibility requirements, and recommend appropriate enhancements to ensure the website and other communications channels evolve to meet the needs of all users.
4. Use available data to evaluate the effectiveness of the website and take a proactive approach in using this data to inform future developments, analysing results and implementing solutions.
5. Ensure that social media mentions are monitored and responded to as appropriate.

Events and Fundraising

1. In collaboration with the President and Director of Alumni and Development, coordinate the series of talks and events that make up the Events at Trinity programme, manage the marketing of the series, including creating appropriate promotional literature and liaising with Tickets Oxford who manage ticket sales, and undertaking line management of one part-time Marketing Assistant.
2. In collaboration with the Director of Development, ensure that College communications build awareness and raise the profile of key priorities for fundraising, ensuring that these are effectively targeted and promoted through all the College's communication channels (digital and print) to assist in fundraising.
3. Working with relevant colleagues, ensure that College events and facilities for commercial hire are supported through appropriate communication channels.
4. Be present at key College events to provide support to colleagues and to be a public face of Trinity College.

Internal Communications

1. Work with the Trinity community to develop and implement mechanisms to underpin effective internal communications for all internal audiences.
2. Provide expert advice on communications to members of the Trinity community.
3. Build strong professional relationships with key communications stakeholders across the collegiate University, working proactively to coordinate pan-University campaigns in liaison with the University's Public Affairs Directorate.

Person Specification

Essential:

- Qualification to degree level or equivalent relevant work experience
- Significant professional experience in a communications role and in using the full range of communications channels
- The ability to work independently across all communications disciplines and channels
- Demonstrated ability to conceive, implement and evaluate creative communication strategies
- Excellent writing skills and the ability to create bespoke and engaging copy for discrete audiences across the full range of media
- The ability to influence, motivate and persuade at all levels
- Excellent oral communication and interpersonal skills with a proven track record of developing strong and productive working relationships
- Professional knowledge and experience of working with the media, able to manage media relations, as well as respond calmly and professionally in crisis or emergency situations
- Ability to develop strategic and tactical plans, manage budgets, and inspire and engage colleagues in marketing and communications activity
- Ability to balance a busy workload, prioritise work and deliver to deadlines
- Effective problem solver and flexible team player

Desirable:

- Professional communications and/or marketing qualification e.g. Chartered Institute of Marketing or Chartered Institute of Public Relations
- Experience of content management systems
- Project management skills
- Photography skills
- A desire to make an active contribution to the wider life of the College by attending events and participating in College activities

Terms and Conditions

Hours: the normal hours of work are 37.5 per week, Monday to Friday, from 9 a.m. to 5 p.m. with an hour for lunch. This role will require some flexibility and will involve occasional weekend and evening work.

Salary: £52,000-57,000 depending on experience

Benefits: 30 days paid leave per annum; 8 bank holidays, or days in lieu if required to work on a bank holiday. We operate a contributory pension scheme into which staff are automatically enrolled. Staff are entitled to a free lunch when on duty and the College kitchen is open.

Application Process

A CV and covering letter highlighting the applicant's relevant experience and qualities in relation to the Job Description and Person Specification should be emailed to:

renate.ashleyparks@trinity.ox.ac.uk

Closing date for applications: 5pm on Friday 8 August 2025

Equality of Opportunity

Trinity College is committed to Equal Opportunities and welcomes applications from all sections of the community. It is the College's policy that entry into employment and progression within it are determined wholly by personal merit and the application of criteria. In all cases, ability to perform the job will be the primary consideration. No applicant will be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.