



Job Description



Job title	Media and Communications Manager
Division	Social Science Division
Department	Oxford Internet Institute
Location	1 St Giles – OX1 3JS - Oxford
Grade and salary	Grade 7: Salary £32,236 - £39,609 per annum
Hours	Full time
Contract type	Fixed-term three years
Reporting to	Mark Malbas – Head of Strategic Relationships and Policy Engagement
Vacancy reference	140738

The Role

The Oxford Internet Institute is a multidisciplinary research and teaching department of the University of Oxford, dedicated to the social science of the Internet.

Digital connections are now embedded in almost every aspect of our daily lives, and research on individual and collective behaviour online is crucial to understanding our social, economic and political world.

We're looking for a full-time Media and Communications Manager to join us as we build a new team to increase the OII's public profile and broaden and deepen its external relationships with government, business, civil society and academia.

First and foremost, you will be able to spot a news story and know how best to get it in front of key audiences using a range of media channels. You will be someone who is able to communicate effectively with senior academics and leaders within the Institute and beyond and influence these stakeholders effectively. You will be creative and innovative and bring new ideas to the Institute.

Crucially you will be a team-player who is not afraid to step out of their comfort zone and support the wider team when necessary – for example in the delivery of an event or in support



of a VIP visit to the OII. You will also understand the role of media relations in the context of a broader approach to external relations that includes stakeholder engagement, fundraising and shaping the policy agenda.

Key responsibilities:

Lead OII's media and public relations activity as the main point of contact for UK and international journalists. Build relationships with key media by positioning the Department as an expert commentator on topical issues

Work closely with the University's Public Affairs Directorate to manage proactive and reactive news stories. This includes interacting with journalists on a regular basis through both formal and informal networking, and acting as the interface between the media (online and offline) and academic staff and where relevant, our students.

Work with the Institute's academics and researchers (and partner organisations where appropriate) to communicate their work to a wider audience, identifying opportunities to catapult their work and ideas into the daily and weekly news agenda.

Deliver a regular stream of high-quality, SEO-optimised and engaging content for the Institute's digital channels, including the website and social media channels (Facebook, Twitter, Instagram, YouTube and LinkedIn).

Recruit, develop and maintain a network of staff and student contributors to produce content for the website, new sites, blogs and social media platforms.

Take ownership of relevant sections of the organisation's website, ensuring content is accurate and fresh.

Lead the development of an internal communications and engagement plan for the OII, focused on sharing news and 'need to know' information with colleagues and students.

Manage a small budget for activities related to communications and public relations.

Ensure that departmental communications follow the University guidelines on branding, and ensure others are following these guidelines.

Plan and oversee marketing campaigns. Liaise with the Graduate studies team, review, develop and enhance the Department's student recruitment activities in accordance with priorities and targets.

Oversee the production of promotional materials for departmental campaigns and events, including dedicated websites, brochures, leaflets and posters.

Support the wider work of the Oxford Internet Institute and the External Relations team within the OII. This includes ad hoc tasks commensurate with the grade for the role.

Essential requirements:

- Educated to degree level or equivalent professional experience
- Demonstrable experience and evidence of success in a media relations, public relations, communications or marketing role with a brand or organisation operating in a national or international context
- Attention to detail and excellent writing and editing skills with a proven ability to communicate complex concepts to a non-specialist audience
- Proficiency working with a range of computer-based and online applications, including website content management systems and blogs
- The ability to use social media to drive viewers to OII content
- Excellent interpersonal skills, including diplomacy and the ability to inspire the confidence of senior colleague and external customers
- Experience of project management and providing advice and guidance across an organisation and evidence of ability to affect decision making
- Ability to work independently in a complex environment, taking initiative when necessary and prioritising effectively to meet deadlines

Desirable requirements:

- A strong interest in, and awareness of, news and current affairs
- Understanding of working within the Higher Education sector
- Ability to support or contribute to the design of marketing materials and video production.

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities. Income from external research contracts in 2016/17 exceeded £564m and we rank first in the UK for university spin-outs, with more than 130 companies created to date. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information please visit www.ox.ac.uk/about/organisation

The Oxford Internet Institute

The Oxford Internet Institute has expanded rapidly since its founding in 2001 to become a world-leading centre for the multidisciplinary study of the Internet and society, with activities focusing on research, post-graduate teaching and policy-making and practice.

The OII aims to bring about a greater understanding of the various social factors that are shaping the Internet and their implications for society. Central to this vision is a view of the Internet as a phenomenon that goes far beyond its technical capabilities to encompass all the people, services, information, and technologies that are intertwined in this 'network of networks'. Excellence in research underpins the Institute's collaborative and teaching activities. Wide-ranging collaborative relationships with experts from academia, government, business, and industry in the UK and around the world also play a central role in its strategic drive.

The OII's research strategy has targeted areas critical to the public interest, where the design and use of the Internet and related technologies are likely to contribute to a substantial restructuring of social practice and institutional arrangements. Having developed critical mass in these areas, the OII's strategy for the next five years is geared towards deepening and extending the range of grant-funded research around each theme and disseminating the outputs in high-quality journals, while ensuring that research helps inform and shape policy and practice.

Research at the OII focuses on 8 research clusters:

- **Connectivity, Inclusion & Inequality:** understanding the shifts in the power dynamics caused by information and communication technologies.
- **Digital Knowledge and Culture:** charting the on-going digital transformations of the sciences, social sciences, arts and humanities, and their implications.
- **Digital Politics & Government:** investigating political behaviour, digital government and government-citizen interactions in the age of the internet, social media and big data.
- **Education, Well-Being and Digital Life:** addressing the psychological, social and educational implications of the Internet, for people of all ages, across the full lifespan, with a particular focus on children and young people.
- **Ethics and Philosophy of Information:** investigating the ethical, epistemological, logical and ontological aspects of information, its sciences, phenomena and dynamics.

- **Internet Economics:** understanding the economic and social implications of new business models, new market structures, and new types of economic activity.
- **Information Governance & Security:** analysing the challenges created by the digitisation of information, seeking solutions through new governance rules, processes and institutions, and investigating the relationship between emerging technologies, their design, and information security and privacy.
- **Social Data Science:** seeking a quantitative understanding of how individuals behave and interact in society.

In all its research, the OII aims to operate at the cutting edge in both quantitative and qualitative methodologies that cut across disciplines and topics. Methodological innovation is vital given the changing nature of the Internet and advances in ICTs which both necessitate and facilitate the development of new techniques. OII researchers are developing methodologies such as the embedding of ICTs for real time observation of social phenomenon; webmetric techniques for observing the underlying structure of the web presence of social institutions; artificial intelligence design; experimental research; on-line action research; content analysis; investigation of virtual environments; and online survey research.

For more information about the Oxford Internet Institute please visit <http://www.oii.ox.ac.uk>

Social Sciences Division

The Oxford Internet Institute is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority, and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK. It is home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses.

For more information please visit <http://www.socsci.ox.ac.uk/>

How to apply

Before submitting an application, you may find it helpful to read the 'Tips on applying for a job at the University of Oxford' document, at www.ox.ac.uk/about/jobs/supportandtechnical/.

If you would like to apply, click on the **Apply Now** button on the 'Job Details' page and follow the on-screen instructions to register as a new user or log-in if you have applied previously. Please provide details of two referees and indicate whether we can contact them now.

You will also be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** on the closing date stated in the online advertisement.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing departments.

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments)

Should you experience any difficulties using the online application system, please email recruitment.support@admin.ox.ac.uk. Further help and support is available from [www.ox.ac.uk/about the university/jobs/support/](http://www.ox.ac.uk/about_the_university/jobs/support/). To return to the online application at any stage, please go to: www.recruit.ox.ac.uk.

Please note that you will be notified of the progress of your application by automatic emails from our e-recruitment system. **Please check your spam/junk mail** regularly to ensure that you receive all emails.

Important information for candidates

Pre-employment screening

Please note that the appointment of the successful candidate will be subject to standard pre-employment screening, as applicable to the post. This will include right-to-work, proof of identity and references. We advise all applicants to read the candidate notes on the University's pre-employment screening procedures, found at:

www.ox.ac.uk/about/jobs/preemploymentscreening/.

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: www.admin.ox.ac.uk/councilsec/compliance/gdpr/privacynotices/job/. The University's Policy on Data Protection is available at:

www.admin.ox.ac.uk/councilsec/compliance/gdpr/universitypolicyondataprotection/.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for all academic posts and some academic-related posts. From 1 October 2017, the University has adopted an EJRA of 30 September before the 69th birthday for all academic and academic-related staff in posts at **grade 8 and above**. The justification for this is explained at:

www.admin.ox.ac.uk/personnel/end/retirement/acrelretire8+/.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures: www.admin.ox.ac.uk/personnel/end/retirement/acrelretire8+/.

There is no normal or fixed age at which staff in posts at **grades 1–7** have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of Opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Benefits of working at the University

University Club and sports facilities

Membership of the University Club is free for all University staff. The University Club provides social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and www.sport.ox.ac.uk/oxford-university-sports-facilities.

Information for international staff

The University offers support and advice to international staff, including a visa loan scheme to cover the costs of UK visa applications for staff and their dependents. See www.admin.ox.ac.uk/personnel/permits/reimburse&loanscheme/.

Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service website includes practical information about settling in the area, including advice on relocation, accommodation and local schools. See www.welcome.ox.ac.uk.

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is an organisation run by volunteers that aims to assist the partners of new staff to settle into Oxford and to provide them with an opportunity to meet people in the area. See www.newcomers.ox.ac.uk.

Childcare

The University has excellent childcare services with five University nurseries, as well as University-supported places at many other private nurseries. For full details including how to apply and the costs, see www.admin.ox.ac.uk/childcare.

Family-friendly benefits

The University subscribes to My Family Care service through which staff are eligible to register for emergency back-up childcare and adultcare services, a 'speak to an expert' advice service and a wide range of guides and webinars through a website called the Work+Family space. See: www.admin.ox.ac.uk/personnel/staffinfo/benefits/family/mfc/.

Disabled staff

We are committed to supporting members of staff with disabilities or long-term health conditions. For further details, including information about how to make contact, in confidence, with the University's Staff Disability Advisor, see www.admin.ox.ac.uk/eop/disab/staff.

Staff networks

The University has a number of staff networks including the Oxford Research Staff Society, BME staff network, LGBT+ staff network and a disabled staff network. You can find more information at www.admin.ox.ac.uk/eop/inpractice/networks/.

Additional benefits

Staff can enjoy a range of other benefits and discounts, including free entry to the Botanic Gardens and University colleges, and discounts at University museums. See www.admin.ox.ac.uk/personnel/staffinfo/benefits.