



### Job Description

Job Title:	<b>Marketing &amp; Content Manager, The Oxford Trust</b>
Salary:	£30,000–35,000 per annum plus benefits, depending on experience
Responsible to:	Director of Communications
Working arrangements:	Full time 37.5 hours per week, between 8.30–5.30 Monday–Friday. Office based with some home working. Some evening and weekend working. There is a time off in lieu system to compensate for overtime.
Holiday:	25 days per annum. The holiday year is January–December.
Notice period:	3 months
Location:	Wood Centre for Innovation, Quarry Road, Oxford OX3 8SB

### THE ROLE

The Marketing and Content Manager is responsible for the implementation of the marketing and communications strategy across the organisation including:

- The Oxford Trust;
- The Oxford Trust's two innovation centres; and
- Science Oxford's education programme and
- Working with the Events Marketing Officer on marketing the public engagement programme.

This includes marketing and multimedia content creation and management for the whole organisation to:

- build brand awareness for the whole organisation
- create a strong online presence across all channels
- grow and strengthen our science and tech business community
- grow awareness of Science Oxford's education programmes in schools across our region; and
- help build our public audience for our Science Oxford events programme

### JOB DESCRIPTION

As Marketing and Content Manager for The Oxford Trust, the post holder reports to the Director of Communications for the Trust and works within the marketing and communications team. Their key responsibilities are:

#### **WEBSITES**

- Responsible for content and the on-going development and maintenance of both The Oxford Trust, Oxford Centre for Innovation, Wood Centre for Innovation and Science Oxford websites,

ensuring they are always fresh and up-to-date, have new relevant content, and are optimised for SEO. Support the Science Oxford team on the Thinking, Doing, Talking Science website.

- Project manage a potential consolidation of websites for the organisation.
- Responsible for hosting/domain name contracts for the above websites.
- Be first point of contact for all internal and external web-related enquiries.
- Be first point of contact for all external web service providers.
- Ensure integration of websites with other systems eg Sheep CRM and Eventbrite.
- Maintain agency listings on third party websites for the innovation centres.

## **CONTENT PRODUCTION**

- Develop and implement an editorial content plan for the Trust, its innovation centres and Science Oxford, including a social media strategy (see below).
- Actively liaise with staff across the Trust, innovation centre teams and key personnel in businesses working in our centres to develop and collect on-brand, clear, accurate and engaging multi-media content (in written, image, audio, video form) to highlight the activity of the organisation and those that we work with eg. the innovation ecosystem and the companies working in our centres.
- Actively liaise with staff across the Science Oxford team to develop and collect clear, accurate and engaging multimedia content (in written, image, audio, video form) to highlight Science Oxford's activity and those that we work with eg. the science education community, schools across our region.
- Work closely with the Events Marketing Officer to create engaging content for Science Oxford's events programme.
- To be responsible for content creation across the organisation, including creating, writing, editing, designing and researching/commissioning images (still and video) and content for communications materials appropriate for different target audiences, on and off line, including news articles, short promotional films, adverts, marketing materials (eg brochures, flyers etc), social media campaigns, posters, and e-newsletters for The Oxford Trust, the two innovation centres and Science Oxford.
- Manage Mailchimp system, creating newsletters and monitoring mailing lists for all The Oxford Trust/Science Oxford newsletters.
- To be available to take photography/record video at Trust/innovation centre/Science Oxford events and activities as required and to commission additional photography when needed.
- To organise permissions for photography/film.
- To be in charge of the photo/film library of material for the organisation.

## **SOCIAL MEDIA PLATFORMS**

- Develop and implement a social media strategy and plan for the Trust, its innovation centres and Science Oxford.
- Liaise with the Trust and Innovation Centre staff to create and manage content on the Trust's, its innovation centres and Science Oxford's social media platforms in a clear, consistent and timely way, creating campaigns to promote news, activities and programmes that raise awareness of The Oxford Trust and its centres.
- Work closely with the Events Marketing Officer to create social content on Science Oxford's event/public engagement programme

- Identify and implement new social media tools that may be of use for the organisation.
- To grow social media presence of the Trust, its centres and Science Oxford.
- To regularly report on and evaluate the effectiveness of the organisation's social media channels as required by the Director of Communications (see also Evaluation below).

## **EVENTS**

- To develop and run events as required to build awareness for the Trust and its innovation centres.

## **EVALUATION**

- Set up effective systems/tools to report and evaluate content/marketing activity across the organisation for all media, producing a quarterly report for the Director of Communications and implement relevant improvements as required.

## **OTHER**

- Provide staff training on social media, website systems and databases we use and produce user-friendly support documentation.
- To ensure we are using the best tools and systems for marketing and communications.
- Work with out-of-house suppliers as required for the role.
- Support the Director Communications on matters pertaining to branding and brand awareness across the whole organisation.
- Support the Director Communications on marketing and communications strategy for the whole organisation including The Oxford Trust, its innovation centres and Science Oxford as required.

## **GENERAL MANAGEMENT**

As for all staff, the Marketing and Content Manager must take responsibility for their own personal management and development and manage physical resources effectively, including:

- Responsibility for ensuring personal health and safety by following safe systems of work, and by meeting the requirements of the health and safety policy.
- Ensuring that the organisation's equal opportunities policies are followed and actively practice social inclusion within own area of service.
- Reading and responding to internal communications and information which is disseminated.
- Participating in the Trust's agreed performance appraisal system.
- Ensuring that all resources (including IT hardware and software) are used safely, legally and efficiently.
- Complying with GDPR and financial regulations and the Trust's other policies and systems.
- To undertake safeguarding training as required.

## **NOTES**

- The post-holder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the post-holder) subject to the needs of the Charity, and in keeping with the general profile of this post.
- The post-holder may be DBS checked.

## **WORK EXPERIENCE, SKILLS & KNOWLEDGE**

### ESSENTIAL

- A communications professional with at least three years' experience in a similar marketing and communications role.
- Knowledge of social channels and proven track record of producing content across all media.
- Proven track record of developing and delivering digital communication strategies and running social media campaigns across multiple platforms, including Twitter, Facebook, LinkedIn.
- Pro-active individual, with strong written and visual communication skills, including writing, editing, proof-reading, photography and video.
- Proven experience of print production and publications, from conception through to artwork approvals and print.
- Proven experience of managing websites, including content production updates and budgets.
- Experience of evaluating data to inform marketing
- Knowledge of key programmes, software and systems including Microsoft Office, Wordpress, Mailchimp, and Eventbrite required for the role.
- An enthusiastic team player and can-do attitude with ability to work independently and unsupervised.
- Proven ability to work under pressure on multiple priorities to meet deadlines.
- Excellent organisational and time keeping skills.

### PREFERRED

- A track record of delivering public/stakeholder facing events.
- Knowledge of and competency of Adobe suite preferable, including InDesign, Photoshop, Illustrator.
- Producing high standard photography and video, and using editing software, for social media
- Strong team working skills demonstrating sensitivity to others' views and ability to show consideration and empathy.
- A strong inspirational team player who can contribute and shape ideas
- A self-motivator who can build excellent working relationships between the breadth of colleagues, partners and stakeholders
- Able to work creatively and flexibly to respond quickly to meet both external partner and internal needs.
- Willingness to work flexible hours, including some evenings and weekends with reasonable notice.
- Demonstrate the Trust's values with commitment to the organisation.

## **BACKGROUND INFORMATION**

- Established in 1985, The Oxford Trust is a charity with the mission to encourage the pursuit of science. We do this by running programmes across three areas – innovation, education and engagement. Science Oxford is our public and education brand. The innovation programme is run the Trust.
- The charity is run by a board of trustees, who have mostly held leading roles in business, education or the sciences.
- The position of Marketing & Content Manager is currently one of 22 full and part time posts employed by the Trust. Our experienced team works with a wide range of stakeholders across the region, enhancing innovation and bringing science to life for young people, their teachers and families.
- The Trust owns two innovation centres in Oxford: the Oxford Centre for Innovation in the city centre and the Wood Centre for Innovation in Headington working with over 40 young and growing companies. The income from the centres provides most of the funding for the Trust's education and engagement programmes.
- Science Oxford is the region's leading developer and provider of STEM curriculum support and enrichment and runs an extensive outreach programme and the Science Oxford Centre. Our Thinking, Doing, Talking Science (TDTS) programme is evidence-based CPD for primary teachers and the ethos behind all Science Oxford's programmes.
- The Science Oxford Centre – a hands-on indoor/outdoor facility for early years and primary-aged children – adjoins the Wood Centre for Innovation, where the Trust has its offices.
- In addition, the Trust is deeply involved in the entrepreneurial life of the county, supporting grass roots and early-stage STEM innovation in many different ways and helping facilitate Oxfordshire's world class ecosystem.
- Whilst the Trust funds most activities through its own on-going investments, it collaborates with other like-minded organisations in a way that makes a difference to the people it engages with.

## **HOW TO APPLY**

Please send a covering letter as to why you should be considered for the post, a completed application form and self-declaration and disclosure form to [jobs@theoxfordtrust.co.uk](mailto:jobs@theoxfordtrust.co.uk) by 9am, Monday 13<sup>th</sup> June.

Interviews will be held on Tuesday 21<sup>st</sup> June.