

Job Description

Job Title:	Freelance Marketing & Communications Specialist, The Oxford Trust
Salary:	Freelance £250–275/day, depending on experience for 1 year, with a 6-month break option
Responsible to:	Director of Communications
Working arrangements:	2.5 days per week, between 8.30–5.30 Monday–Friday as agreed with the Director of Communications. Office based with some home working. Some evening and weekend working as required.
Location:	Wood Centre for Innovation, Quarry Road, Oxford OX3 8SB

THE ROLE

The Oxford Trust's Marketing & Communications Specialist is a freelance position responsible for the implementation of the marketing and communications strategy for The Oxford Trust and its innovation programme including:

- The Oxford Trust, the charity as a whole;
- The Oxford Trust's two innovation centres – the Wood Centre for Innovation (including the Aspen Building) and the Oxford Centre for Innovation;
- The Oxford Trust's impact through its innovation, education and engagement programmes, under Science Oxford.

The scope of work includes marketing, multimedia content creation, publicity, in-house events and project management with the following aims:

- To build brand awareness for The Oxford Trust;
- To create a strong online presence across all channels for the Trust and its innovation centres, especially in the Trust's 40th anniversary year;
- To show the impact of The Oxford Trust through its innovation, and education and engagement programmes under Science Oxford;
- To grow and strengthen our science and tech business community to market the Trust's innovation centres and build a pipeline of businesses looking for office, lab, technical workspace, co-working and virtual office space;
- To support the set-up, implementation and communication of the Trust's events programme for the Trust and the innovation ecosystem to build awareness and grow a community of science and tech start-ups.

JOB DESCRIPTION

As Freelance Marketing & Communications Specialist 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

- Project manage the consolidation of The Oxford Trust website to incorporate the innovation centres websites;
- Produce content and be responsible for the on-going development and maintenance of redeveloped Trust website, ensuring it is always fresh and up-to-date, has new relevant content, and is optimised for SEO;
- Work with an out-of-house agency on the digital marketing of the Trust's innovation centres;
- Responsible for hosting/domain name contracts for the Trust and innovation centre 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 e.g. CRM, forms, newsletter mailing system etc;
- 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, including a social media strategy (see below), working in collaboration with the Senior Communications Manager;
- Developing content across all channels to raise the profile of the Trust and its work in its 40th anniversary year;
- 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 e.g. the innovation ecosystem and the companies working in our centres;
- 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 (e.g. brochures, flyers etc), social media campaigns, posters, and e-newsletters for The Oxford Trust and its two innovation centres;

- Manage Mailchimp (or any other e-newsletter) system, creating newsletters and monitoring mailing lists for all The Oxford Trust and innovation centre newsletters;
- To be available to take photography/record video at Trust/innovation centre activities and events as required and to commission additional photography when needed;
- To organise permissions for photography/film;
- To jointly manage the photo/film library of material for the organisation.

SOCIAL MEDIA PLATFORMS

- Develop and implement a social media strategy and plan for the Trust and its innovation centres and raise the profile and highlight the work of the Trust in its 40th anniversary year.
- Liaise with the Trust and innovation centre staff to create and manage content on the Trust'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.
- Identify and implement new social media tools that may be of use for the organisation.
- To grow social media presence of the Trust and its innovation centres.
- 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

- Working with the Director of Innovation & Operations and Director of Communications to support the organisation and delivery, where required, and publicity and communications of a programme of events to build awareness for the Trust and its innovation centres.

EVALUATION

- Working with the Senior Communications Manager, set up effective systems/tools to report and evaluate content/marketing activity across the organisation for all media, producing a twice-yearly 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 where required.
- Ensure we are using the best tools and systems for marketing and communications.

- Support integration of communications systems with new CRM system HubSpot.
- Support on internal communications to clients about the Trust.
- 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 and delivery for the whole organisation including The Oxford Trust, its innovation centres and Science Oxford as required.

GENERAL MANAGEMENT

As for all staff, the Marketing & Communications Specialist for The Oxford Trust 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 five years' experience in a similar marketing and communications role/s.
- 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 X, Facebook, LinkedIn.
- Pro-active individual, with strong written and visual communication skills, including writing, editing, doing interviews, proof-reading, photography and video.
- Proven experience of print production and publications, from conception through to artwork approvals and print.
- Proven experience of project 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.
- A good project manager with excellent organisational and time-keeping skills.
- A track record of delivering public/stakeholder-facing events

PREFERRED

- 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 education and engagement brand. The innovation programme is operated under the Trust's parent brand.
- The charity is run by a board of trustees, who have mostly held leading roles in business, education or the sciences.
- The position of Freelance Marketing & Communications Specialist is currently one of 27 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 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 through partnerships and physical spaces.
- The Trust runs two innovation centres in Oxford: the Oxford Centre for Innovation in the city centre and the Wood Centre for Innovation in Headington, home to early-stage and growing tech 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 (TDTScience) 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.
- 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

To apply, please email a CV and covering letter with your current daily rate to jobs@theoxfordtrust.co.uk

Application deadline: 9am, Monday 24th February

Interview date: Wednesday 26th February

Start date: as soon as possible.