



## JOB DESCRIPTION

<b>Job Title:</b>	Outreach Communications Officer
<b>Responsible To:</b>	Director of Admissions
<b>Place of Work:</b>	The post will be based at Christ's College, Cambridge but, subject to the demands of the role, the post holder may be able to work from home for part of the week.
<b>Salary Range:</b>	Spine Points 33-35 on the University's Single Salary Range
<b>Hours:</b>	The post is 0.5 FTE, to be worked over four or five days per week, as agreed between the Director of Admissions and the post-holder.
<b>Holidays:</b>	33 days annual leave (including public holidays), pro rata
<b>Pension Scheme:</b>	The College offers membership of a contributory pension scheme. Subject to your age and earnings level, you may be eligible for auto-enrolment into the scheme and you have the right to opt in at any time.

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### Job Summary

We are seeking a creative individual to work closely with our Admissions and Outreach Team and Head of Communications to develop and implement the College's online admissions and outreach strategy.

The post-holder will be expected to devote approximately 60% of their time to the production of outreach and admissions-related content for the Admissions and Outreach Team's social media accounts. They will be expected to work with the Director of Admissions and the Admissions and Outreach Officers to produce a work plan and execute it to a high standard. The post-holder will be responsible for monitoring the relevant social media accounts and ensuring regularity in the posting of content and replying to messages.

For the remaining 40% of the time, they will be expected to provide support to the Admissions and Outreach Team in organising and delivering online and hybrid events, and in preparing communication material, more generally.

## **Key Responsibilities**

- Assist the Admissions and Outreach Team, and the Head of Communications, with the development of the Admissions and Outreach Social Media Strategy.
- Work with the Admissions and Outreach Team to implement the Team's social media strategy, producing and executing a work-plan to a high standard.
- Undertake appropriate research to guide the production and execution of an appropriate workplan.
- Tailor admissions and outreach social media content to the appropriate platform(s).
- Draft, edit, and publish new outreach and admissions content for College social media channels on a regular basis
- Maintain records of engagement on different platforms for the purposes of analysing the effectiveness of different approaches and platforms.
- Work with the Head of Communications where appropriate to ensure alignment and interaction with other aspects of the College's Communications activity.
- Monitor high volume comments and mentions on social media channels, respond in a timely fashion to comments and ensure that social conversations are maintained where appropriate. Assist external stakeholders by answering enquiries or directing them to sources of information.
- Work with the Director of Admissions and the Admissions and Outreach Officers to update the College website and improve the dissemination of information about admissions and outreach activities.
- Support the Admissions and Outreach Officers in maintaining mailing lists for prospective applicants and teachers, and producing regular email communications for subscribers.
- Engage with the Cambridge Admissions Office for the purposes of staying informed about best practice and maximising opportunities for collaboration.
- Engage with Outreach Officers and Comms Officers and equivalent at other colleges with a view to potential collaboration and mutual learning.
- Assist with the organisation and delivery of online and hybrid outreach events as appropriate/required.
- Assist with the preparation of printed communication materials and merchandise as appropriate/required.

The above is not an exhaustive list of duties. The post-holder may be asked to take on different tasks as required, and all employees are expected to work collaboratively to support the overall work of the College.

## General Responsibilities

- To take part in the College's appraisal scheme and to undertake training as required.
- To be responsible for your own health and safety in the workplace.
- To fully comply with all the College's policies including equality of opportunity and data protection.
- To undertake any other reasonable request or duties commensurate with your post.

## PERSON SPECIFICATION

Criteria	Essential	Desirable
Education/ Qualifications	<ul style="list-style-type: none"><li>• Education to degree level</li></ul>	
Experience	<ul style="list-style-type: none"><li>• Experience of creating content and campaigns for current social media, such as Instagram, LinkedIn, and YouTube.</li><li>• Experience of writing original copy for online channels.</li><li>• Experienced user of standard office software packages e.g. Excel, Outlook and Word.</li></ul>	<ul style="list-style-type: none"><li>• Experience of managing the whole digital campaign process from conception to execution.</li><li>• Experience and knowledge of the Cambridge admissions process and/or University outreach</li><li>• Experience of working in a team</li><li>• Experience with HootSuite and/or similar social media scheduling software</li></ul>
Skills/knowledge and training	<ul style="list-style-type: none"><li>• Excellent organisational skills.</li><li>• Accuracy and excellent attention to detail.</li><li>• Excellent oral communication and interpersonal skills.</li><li>• Excellent written communication skills, especially editing copy for use in social media or on the web.</li></ul>	<ul style="list-style-type: none"><li>• Excellent creative, photographic and video editing skills using software such as Canva, Adobe InDesign, Photoshop and Premiere.</li></ul>

	<ul style="list-style-type: none"> <li>• Ability and willingness to learn new software systems.</li> <li>• Ability to analyse common social media metrics to assess the relative reach of, and engagement with, a social media campaign.</li> <li>• Ability to deal with pressure and tight deadlines.</li> </ul>	
Personal attributes	<ul style="list-style-type: none"> <li>• Self-motivated, proactive and independent.</li> <li>• Friendly and comfortable engaging with a wide range of audiences and stakeholders across the College community</li> </ul>	<ul style="list-style-type: none"> <li>• Confidence regarding public speaking and performance.</li> </ul>

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