Marketing & Communications Officer

Job Title: Marketing & Communications Officer  
Location: Ridley Hall, Cambridge  
Reporting to: The Principal  
Hours: Part-Time (80% post – 28 hours per week)  
Term: Permanent

Role summary

The Marketing & Communications Officer plays a leading role in recruiting students to Ridley Hall’s lay and ordained training pathways and will enhance the college’s visibility. They will lead on the delivery of external communications and marketing, including social media platforms, YouTube, the college website and other communications content (e.g. newsletters, leaflets and fliers). The aim of these activities is to attract increased numbers of student applicants to our lay and ordained training pathways and to raise awareness of the college in the wider church.

The purpose of this role is to increase student recruitment by ensuring a consistent flow of attractive and relevant external communications. To this end, the role involves generating content for our YouTube and social media platforms, working with a developer to design and build a new website, undertaking other comms-related tasks as required.

In addition to the communications aspect of the role, it would be highly desirable for the successful applicant to be proficient enough with IT and AV systems to offer a basic level of practical support at the college, recruitment events and other activities.

The successful applicant should be educated to A Level standard or NVQ level 3 or equivalent level of practical experience. They should possess demonstrable social media skills on YouTube, Facebook, Instagram, X and other relevant platforms. They should have experience working in communications (e.g. in an NGO or university) coupled with experience of handling communications campaigns and of producing a range of attractive marketing materials. The ability to conceive and create high quality video content is essential alongside desktop publishing and website design skills using products such as Final Cut, Adobe Creative Cloud, Photoshop and WordPress.
Main Responsibilities:

1. Communications and Engagement Strategy

   • In conjunction with the senior leadership, develop, maintain, and update the College’s communications and engagement strategy in order to support, promote, and increase student recruitment.
   • Conduct regular consultation with key stakeholders to ensure that the strategy remains relevant, up-to-date, and effective.
   • Proactively identify and respond to communications and recruitment opportunities.
   • Support market research and marketing projects for the College.
   • Advise and support the faculty regarding their online presence and profile.
   • Provide vision and creativity to explore, adopt and incorporate new forms of communication.

2. Content Creation

   • Together with the senior leadership and admissions team, build and engage broad and diverse recruitment networks for both lay and ordained training pathways.
   • Provide vision and creativity to explore, adopt, and incorporate new forms of communication.
   • Oversee the development and maintenance of the College’s website and social media channels.
   • Develop content and promote engagement on the College’s social media channels, including YouTube, Facebook, X, Instagram, LinkedIn, and any other social channels, for the purposes of recruitment.
   • Develop and produce marketing and promotional materials and other external publications in conjunction with other staff members and freelancers.
   • Ensure the website is always up to date and maintained to a high quality as an effective marketing and recruitment tool.
   • Monitor analytics for the website and social media channels.
   • Undertake SEO improvements.
   • Create, co-create, and curate content from faculty, students, and ministry partners for use across social media channels and on the College’s website.
   • Work in close collaboration with the recruitment and admissions team to design and manage publicity for recruitment events and activities.

3. Event Publicity

   • Attend on and off-campus student recruitment activities as capacity allows.
   • Publicise visits to churches, ministry partners, vocational events, and other recruitment opportunities.
Ridley Hall

Ridley Hall is an Anglican theological college in the centre of Cambridge preparing men and women for leadership positions in the Church of England and other denominations. The vision of the College is to become a beacon of Christian learning and formation. We are guided by five core values: Excellence; Community; Graciousness; Innovation; Sustainability. We have approximately 110 students studying for degrees validated by Cambridge and Durham Universities. The college buildings are home to approximately 50 staff and students, with the remainder on site during weekday working hours.

Further information about the College is available from its website: 
https://www.ridley.cam.ac.uk

Skills and experience

Essential

Education

- Educated to A Level standard or NVQ level 3 or equivalent level of practical experience.

Experience/Skills/Knowledge

- Possess demonstrable social media skills on YouTube, Facebook, X, and other relevant platforms.
- Experience working in communications (e.g. in an NGO or university).
- Experience of handling communications campaigns and of producing a range of attractive marketing materials.
- Ability to conceive and create high quality video content.
- Desktop publishing ability.
- Design skills using products such as Final Cut, Photoshop, Adobe Creative Cloud and WordPress.

Personal Attributes

- A self-starter with initiative and a proven track-record of completed projects.
- Ability to work fruitfully with others to achieve stated objectives.
- Friendly, approachable and calm under pressure.
- Inspires confidence within and outside the organisation.
Desirable

- In addition to the communications aspect of the role, it would be highly desirable for the successful applicant to be proficient enough with IT and AV systems to offer a basic level of practical support at the college.
- Familiarity with the Church of England and/or partner denominations.
- Familiarity with theological colleges.
- Familiarity with higher education institutions.

Details of Employment

The Marketing & Communications Officer will be based at Ridley Hall, Cambridge CB3 9HG.

Salary will be £25,600 per annum (pro-rata from £32,000 per annum for 100% post).

Lunch will be provided free of charge on days worked in the college dining room during term-time.

Leave entitlement is 20 days plus bank holidays (pro-rata from 25 days for 100% post). Some statutory holidays may need to be worked, particularly those that fall during university full term.

Application details

Please send a current CV along with a covering letter of no more than two sides of A4 explaining, i) how your gifts and experience lend themselves to the main duties and responsibilities of the role and, ii) setting out your reasons for applying for the position. In addition, please send examples of your work, for example a link to an online gallery, portfolio or website.

Please provide the names, email addresses and phone numbers of two people from whom a reference can be obtained, one of whom should be someone for whom you have recently worked. If you are shortlisted for interview their permission should be sought by you in advance of the interview day.

CVs, covering letters, examples of work and details of referees along with a completed equal opportunities form should be emailed to the Principal’s PA at: pa@ridley.cam.ac.uk

Closing date for applications: Sunday 19th November 2023

Interviews will be held on: Tuesday 28th November 2023