

Job description and selection criteria

Job title	Web Content and Communications Officer
Division	GLAM (Garden Libraries and Museums)
Department	Museum of Natural History
Location	Museum of Natural History, Parks Road, Oxford, OX1 3PW
Grade and salary	Grade 5: £26,341 - £31,406 per annum (pro rata)
Hours	Part- time (0.5 FTE)
Contract type	Permanent
Reporting to	Digital Engagement Manager - Scott Billings
Vacancy reference	151223
Additional information	The post is expected to start in November 2021



Introduction

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 and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. 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.

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

Gardens, Libraries and Museums

The Gardens, Libraries and Museums (GLAM), a group of six departments led by the Pro-Vice-Chancellor (GLAM), comprises the University's major collections: the Bodleian Libraries, the four museums – Ashmolean, History of Science, Natural History, and Pitt Rivers – and the Botanic Garden & Harcourt Arboretum. Both individually and collectively, the collections are integral to the delivery of the University's strategic aims of teaching, research and widening participation. Whilst each collection maintains a distinct individual identity, GLAM also works collectively where practicable to ensure sustainability and consistency of standards.

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

University Museum of Natural History

Oxford University Museum of Natural History was opened in 1860 and houses the University's extensive scientific holdings of natural history, which are used for research, teaching, and public engagement with science. The holdings are currently organised into three collection areas: Earth, Life, and Print & Digital. The Museum is 'Designated' by Arts Council England as having collections of national and international importance, and these comprise around 7 million specimens that are second in importance only to the national collections. The building, which is Grade 1-listed, is regarded as one of the finest examples of Victorian architecture in Britain, with its glass roof supported by iron pillars, and internal decoration that has a strong association with the Pre-Raphaelite movement.

The Museum is one of the most visited science museums in the UK with over 780,000 visitors per year, including over 37,000 school visitors, making it the most popular non-national science museum in the UK and the second most visited university museum in the world (behind the Ashmolean). The public engagement team have a national reputation for excellence and innovation, and offer a wide range of programming to a diverse audience base from under 5s through to older learners. The public engagement

team works closely with the collections, research and operations teams to deliver the museum's ambitious strategic plan.

For more information about the museum, please visit: www.oumnh.ox.ac.uk.

Job description

Overview of the role

This is a vital and exciting role within the Public Engagement department of the museum with responsibility for overseeing the Museum of Natural History's website and its internal and external communications. It includes writing and editing content, designing web pages and editing media. The role encompasses the use of the website's CMS, support of website users, copywriting, and image and media editing. You will be working on the communication of a wide range of information, campaigns and projects.

You will be analytically-minded and comfortable using a range of digital tools, with experience of website maintenance and communications responsibilities. You will be creative and an excellent all-round communicator with the ability to write in an engaging way, writing to suit different audiences while working within editorial guidelines and policies, including web accessibility standards.

The ideal candidate will have previous experience in a similar role.

Responsibilities

Content Management

- Manage the day-to-day delivery of the Museum of Natural History's main website and web content, including maintenance of key visitor information pages, creation of events, building of new pages, editing copy and images, maintenance, and refreshing and uploading new media and content.
- Working with the Digital Engagement Manager and the Social Media Officer to ensure social media, email communications, and website, all work together to deliver against targets for content and campaigns.
- Writing, sourcing, scheduling and delivering new and regularly refreshed web content, and creating and editing images, video, audio and other media as required.
- Oversee the website's Content Management System (Oxford Mosaic, built on Drupal) settings, including user management and permissions, navigation and taxonomy management, as well as site style and design.
- Develop templates for new content to ensure the Museum's web presence is designed and delivered in a user-friendly manner, that it adheres to good UX and UI practices, that it is compliant with current web accessibility standards, and that it meets brand guidelines.
- Support a group of users of the Content Management System, conducting training sessions as required.
- Provide technical support to staff and users of the Museum's websites and act as main liaison between the Museum and the Oxford Mosaic team, reporting issues as required.
- Support of MNH microsites, including liaison with external support and hosting providers.

Customer Journeys, SEO, Analysis and Insight

- Work closely with Oxford Mosaic and our internal ticketing, commercial

and other systems teams, providing insight and helping to evaluate and optimize customer journeys between website and ticketing, donation, retail and other websites and portals.

- Day-to-day management of the museum's Google Analytics accounts, providing dashboards and ad hoc data as required, as well as regular reports, and regularly reviewing analytics in order to both report on website performance and make adjustments to content, design and navigation.

Events and Programme Promotion

- Work with the Social Media Officer to manage the online promotion of public events, copyediting event descriptions, building web pages, coordinating ticketing set up.
- Maintain listings for the public programme of exhibitions and events across relevant sites and portals.

Other duties

- Create and manage the email newsletter, maintaining and growing the subscriber list.
- Support with social media scheduling and content creation, as required.
- Manage social media channels in the absence of the Social Media Officer, as required.
- Work with the Digital Engagement Manager and the Social Media Officer to deliver digital marketing campaigns.
- Subtitling videos and support of the Museum's YouTube channel and other digital presences, as required.
- Attend regular team, museum and relevant GLAM meetings.
- Any other duties that may be required from time to time commensurate with the grade of the job.

The museum reserves the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Selection criteria

Essential selection criteria

- Demonstrable experience in a similar position in a web content management and communications environment.
- Experience of using a content management system with an understanding of UX, SEO, accessibility standards, and copyright/image permissions, and experience of writing, editing and uploading web content, and of designing attractive web pages or other digital resources.
- Excellent copywriting skills, including the ability to alter writing style to suit different audiences while working within editorial guidelines and policies.
- Creative, with the ability to develop innovative and engaging content ideas, with professional experience of sourcing and producing content for digital communications channels or websites.
- Experience of using Google Analytics and an ability to use the data and analytics to improve a website's performance, as well as strong analytical skills and confidence with data and metrics, able to create insights and identify opportunities and reporting to senior management and other teams across the museum.
- Advanced IT literacy using Microsoft Office, confident with image editing in Adobe Creative Suite software.
- Strong organisational and time management skills, evidence of using initiative to prioritise and ensure the successful completion of tasks, and a team-player also able to work independently and stay calm in a busy environment.

Desirable selection criteria

- Experience of working in science communication
- Skills and experience in the professional use of social media and social media marketing.
- Experience in developing digital content to engage online audiences.
- Experience of video and audio editing.
- Experience of working in a museum and / or cultural heritage sector.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: <https://www.jobs.ox.ac.uk/pre-employment-checks>

How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

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

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will 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)

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

All applications must be received by **midday** UK time 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 department(s).

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).

If you need help

Help and support is available from: <https://hrsystems.admin.ox.ac.uk/recruitment-support>

If you require any further assistance please email recruitment.support@admin.ox.ac.uk.

To return to the online application at any stage, please go to: www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

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 adult care 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