Job Title: Digital Communications Officer
Job Grade: 2
Responsible to: Communications Manager

Overall Objective
To support the Communications Manager in delivering all aspects of a diverse and effective Communications programme at Keble, with particular focus on social media and digital content.

Duties and Responsibilities

Social Media
- Helping to develop and implement the College's social media strategy.
- Creatively managing the College's key social media accounts. Planning social media content, including event coverage, news, and campaigns, ensuring that there is a balance of information which adheres to Keble's brand and tone of voice.
- Monitoring key social media channels daily, responding to interactions in a timely and professional manner and flagging any potentially sensitive or negative content.
- Monitoring and reporting on the College's key social media accounts and suggesting ways to improve performance.

Content Creation
- Planning, organising and creating high-quality, original and creative content for digital channels, including photography, video and audio.
- Proactively seeking out engaging content from a variety of sources. Liaising regularly with the JCR, MCR, SCR and non-academic staff.
- Updating and improving the College image and video library.
- Ensuring that content is compliant with relevant legislation (e.g. GDPR, copyright, digital accessibility).

Website and Publications
- Assisting the Communications Manager with the upkeep of content on official Keble websites.
- Assisting the Communications Manager with the preparation of regular digital publications, including *the brick*, *The Record* and *Impact Report*.
- Researching and commissioning or writing engaging articles for official Keble websites and digital publications.
General

• Helping to develop the College's Communications with its audiences, with an emphasis on alumni, prospective and current students, and academic and non-academic staff, but also including conference organisers/guests, the media, and the wider public.
• Assisting the Communications Manager with monitoring media and press coverage connected with Keble and people associated with the College. Ensuring that reputational issues and/or inaccuracies are identified and dealt with quickly and effectively.
• Providing assistance to colleagues with communications queries and other requirements.
• Staying abreast of new media developments and suggesting changes and additions to marketing and communications activities, as appropriate.
• Other duties to be determined by the Communications Manager.

29 May 2024