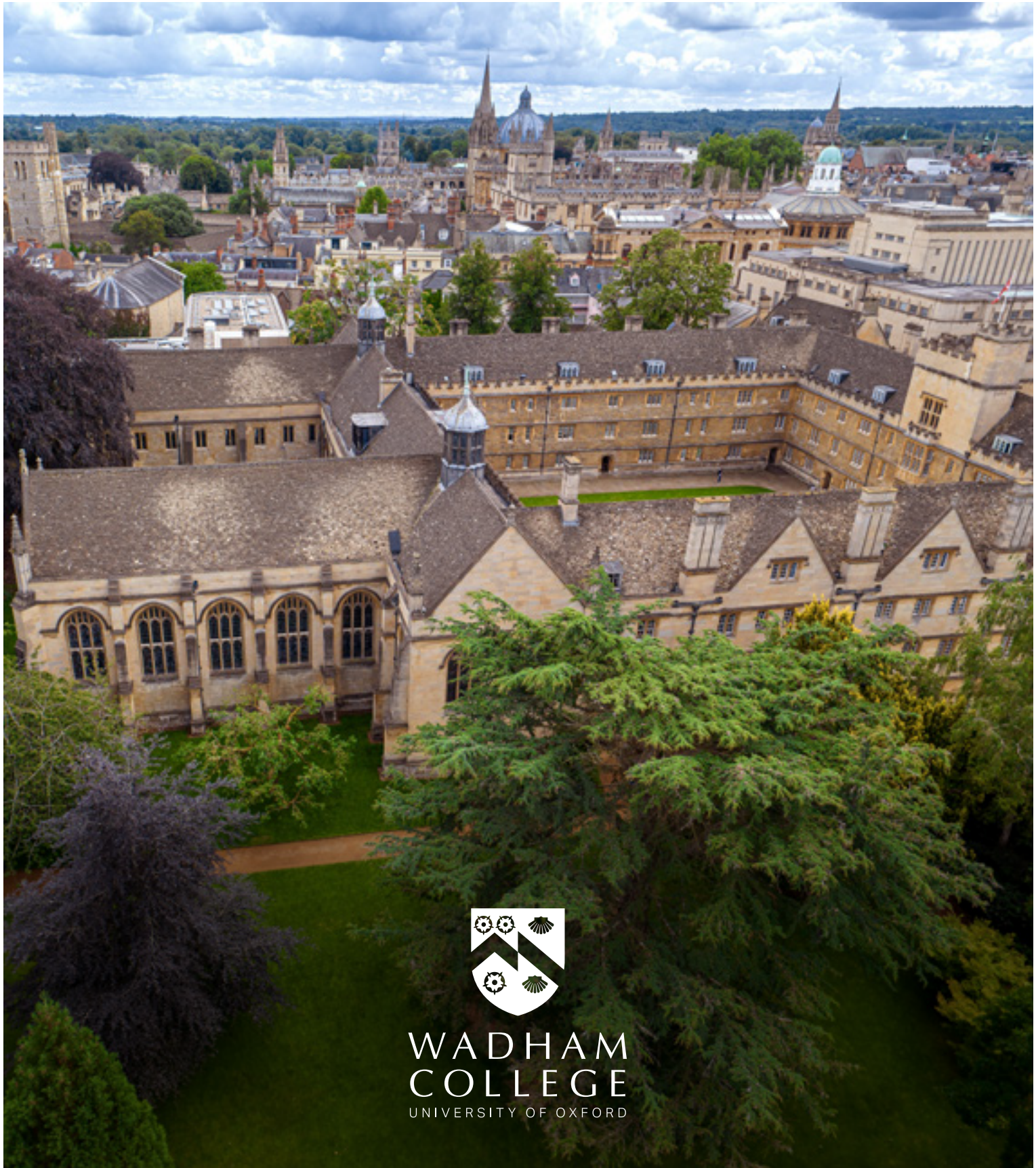




JOB DESCRIPTION AND SELECTION CRITERIA

# STRATEGIC COMMUNICATIONS AND ENGAGEMENT MANAGER



WADHAM  
COLLEGE  
UNIVERSITY OF OXFORD

## STRATEGIC COMMUNICATIONS AND ENGAGEMENT MANAGER

<b>Department</b>	Development Office
<b>Salary</b>	£37,694 - £46,049 per annum (discretionary to £50,253 per annum), depending on qualifications and experience. Grade 7 of the University Salary scale. In addition, Wadham College also pays full-time staff a further £1,730 Oxford Weighting per annum.
<b>Hours</b>	Due to the level of the post the hours of work are not prescriptive, and the post holder is expected to be flexible to meet the demands of the role. Normal office working days are Monday to Friday although weekend and evening working may be required. This could be a part-time role (at a minimum of 3 days a week / 0.6 FTE) or a full-time role.
<b>Contract type</b>	Permanent following a satisfactory completion of a 6-month probationary period.
<b>Reporting to</b>	Deputy Development Director
<b>Contact</b>	Development Director, Deputy Development Director, College Accountant, Development Team, alumni, staff, students, Fellows.
<b>Additional information</b>	<p>Holiday entitlement will be 30 days (pro rata) including the College's closed periods of five days at Christmas, plus bank holidays. Due to operational requirements, you may be required to work on any of the bank holidays, for which time off in lieu will be provided.</p> <p>Parking is not available; however, the College provides a bus pass scheme and a designated area for bicycles.</p> <p>Further details on staff benefits can be found on the back page.</p>
<b>Start date</b>	TBC
<b>Standards</b>	 <p>We are a certified Oxford Living Wage employer</p>  <p>INVESTOR IN PEOPLE</p>



**WADHAM  
COLLEGE**  
UNIVERSITY OF OXFORD





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# Wadham College

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**Wadham is one of the largest colleges within the University of Oxford, with approximately 450 undergraduates, 170 postgraduates, around 70 Fellows and over 100 staff. Founded in 1610, Wadham celebrated its 400th anniversary in 2010. Total annual income is £24m and endowments are in excess of £145m.**

Wadham attracts undergraduate and postgraduate students from a wide range of backgrounds thanks to its informal atmosphere, academic strength, historic environment and the open-minded, progressive and socially aware attitude of its community.

The College's Governing Body consists of the Warden and Fellows. The current Warden is Robert Hannigan CMG, who came to Wadham in September 2021.

More information about Wadham College can be found at [www.wadham.ox.ac.uk](http://www.wadham.ox.ac.uk)

## General Overview

Wadham prides itself on its ethos of equality and openness. It has earned a reputation as a pioneer in widening access for students from under-represented backgrounds. We are also proud of our alumni donor community, the most supportive of any Oxford college.

In 2022 we completed our ambitious Access to Excellence campaign, which promoted social mobility in education and beyond, inspiring talented young applicants from all backgrounds to apply to competitive-entry universities in general, and Oxford in particular. Over the 10-year campaign we met and exceeded our target, with donations totalling over £50m. Wadham has a sector-leading track record in fundraising, and the College has ambitious plans to build on the foundations created by our Access

to Excellence campaign. We are currently in the quiet phase of our next transformative campaign – *Life-Changing – World-Changing* – which aims to increase the College's endowment with an additional £50m. Structured around four pillars — Unlocking Opportunity (Access), Expanding Thinking (Tutorial System), Powering Research (Fellowships), and Advancing Sustainability (achieving net zero) — the campaign reflects the dual mission of Wadham to transform lives through education and contribute to the wider world through research and alumni impact.

The Development Office has approximately 8 team members, led by Julie Hage, a Fellow of the College. The office environment is extremely active throughout the year, organising a programme of high-profile events in the UK and abroad, alongside the regular giving campaigns.





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# Role

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As Wadham enters the public phase of its most ambitious philanthropic campaign to date, *Life-Changing – World-Changing*, we are seeking an experienced **Strategic Communications and Engagement Manager** to take a leading role in crafting, delivering, and overseeing compelling messaging and content that inspires our community to engage and give.

This new role is central to the success of the campaign and will also have a lasting impact beyond the life of the campaign, shaping how the College communicates its philanthropic story, celebrates its supporters, and highlights the difference they make. The postholder will help us to reposition communications as a central aspect of how we think about philanthropy and develop strategies for meaningful engagement.

The postholder will bring creativity, editorial rigour, and strategic oversight to campaign communications and wider alumni engagement and programming. The role would particularly suit those with a strong background in journalism, publishing, or high-level communications, who are adept at telling powerful stories with clarity, creativity, and impact.



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# Key Responsibilities

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## Campaign & Donor Communications

- Lead the development and implementation of the College's campaign communications strategy across print, digital, and social media. Advising the DD and DDD on best practice and maximising reach and impact.
- Create persuasive and inspiring messaging for diverse audiences — from mid-level donors to those capable of transformational gifts — ensuring alignment with the College's philanthropic priorities.
- Work closely with senior colleagues to produce bespoke, personalised communications for high-level donors, synthesising campaign themes with individual philanthropic priorities.
- Provide editorial guidance on campaign materials produced across the Development Office (e.g. Giving Day communications, donor stewardship pieces and alumni newsletters).
- Direct and manage production of flagship publications such as the annual Donor Impact Report, ensuring accuracy, creative narrative, and visual appeal.
- Maintain oversight of communications budgets and project timelines, ensuring high-quality delivery on schedule. Including, but not limited to, the development of the campaign website and print materials (liaising with designers, copywriters, printers, etc).
- Manage Development-communication related projects of varying levels of complexity with diverse stakeholders.

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## Strategic Engagement Support

- Collaborate with the College Communications Team to amplify campaign stories and achievements to wider audiences.
- Support the planning and promotion of alumni engagement and campaign-related events, both in Oxford and internationally, ensuring they are effectively positioned and communicated to alumni, donors and wider audiences.
- Help shape post-event communications to sustain engagement and build momentum.

## Strategic Communications

- Research, draft, and edit high-quality copy, including feature stories, donor proposals, press releases, and campaign materials.
- Curate the College's LinkedIn community. Ensuring this important group (3000 members) receives regular inspirational content updates from the College, and amplify news from the community.
- Take an editorial role in the production of the regular alumni newsletter (Wadham Connects), working with the College Communications Team to produce a regular inspiring publication for the alumni community.
- Draft and present reports on communications activities to College committees (including the Development Committee and the Development Council).
- Monitor news and developments relating to alumni and the College, identifying opportunities for timely engagement and compelling storytelling.
- Commission and oversee creative content (photography, video, design), including liaison with external branding and media agencies as required.
- Coaching senior members of the College, including the Warden, Fellows and Emeriti, on their media presentation as it relates to Development Work (including but not limited to video content).
- Leverage/develop connections in the broader media landscape to help amplify messaging and develop the Wadham brand as it relates to Development work (for example, ensuring that our Sustainability strategy is being properly reported)
- Develop productive relations with development-focused communications professionals across Oxford (especially with respect to ensuring coordination with the central University's campaign).
- Ensure all communications reflect Wadham's ethos of academic excellence, equality, openness, and social impact.



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# Selection Criteria

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## Essential

- Degree-level education (or equivalent professional experience).
- Substantial experience in journalism, editorial communications, or high-level copywriting.
- Demonstrable ability to craft clear, engaging, and persuasive content for varied stakeholders, especially alumni and donors at different levels.
- Proven experience of shaping communications strategies and managing complex projects with multiple stakeholders.
- Strong editorial judgement and meticulous attention to detail.
- Ability to work creatively under pressure and to strict deadlines, balancing multiple priorities.
- Excellent interpersonal skills and the confidence to engage with senior stakeholders, alumni, and donors.
- Strong digital literacy (including familiarity with content management systems and social media strategy).
- Commitment to the values of academic excellence, equality, openness, and widening access to education.

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## Desirable

- Professional qualification (degree or other) in communications or media related field.
- Experience in a fundraising, higher education, or not-for-profit context.
- Knowledge of donor stewardship and philanthropic communications.
- Experience commissioning and managing creative assets (design, photography, video).
- Familiarity with relational databases (such as DARS or Raiser's Edge).



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# Application Process

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**Applicants are asked to complete an application form, including the contact details of two individuals willing to act as referees:**

1. The first referee should be the applicant's current or most recent a former line manager, Head of Department or someone with supervisory responsibilities
2. The second referee should ideally be a former line manager, Head of Department or someone with supervisory responsibilities from a different establishment than the first referee.

Applicants should ensure that they outline the reasons for their interest on the application form and the qualities they feel would make them particularly suitable for this position. Applicants will be judged on their completed application form and how they meet the selection criteria outlined above.

The deadline for receipt of applications is **12 noon on Wednesday 28 January 2026**. Shortlisted applicants will be notified thereafter for interview (to take place in **the week of 9 February**) and all applicants will receive a response as soon as possible (usually within three weeks). Applications should be sent to: [jobvacancies@wadham.ox.ac.uk](mailto:jobvacancies@wadham.ox.ac.uk) or alternatively the HR Manager at Wadham College, Parks Road, Oxford, OX1 3PN.

Shortlisted applicants will be notified thereafter for interview and all applicants will receive a response as soon as possible (usually within three weeks). Applications should be sent to: [vacancies@wadham.ox.ac.uk](mailto:vacancies@wadham.ox.ac.uk) or alternatively the HR Department at Wadham College, Parks Road, Oxford, OX1 3PN.

## ■ Special Arrangements

The College welcomes applications from candidates who have a disability. These documents will be made available in large print, audio or other formats on request. Applicants invited for interview will be asked whether they have any special requirements to make the interview more convenient and effective for them.

## ■ Data Protection

Information regarding the way we process your personal data, as part of the General Data Protection Regulation (GDPR) and Data Protection Act, can be found at on our website at: <https://www.wadham.ox.ac.uk/gdpr-framework>. This includes a copy of the Privacy Notice for Job Applicants.

## ■ Wadham College Equality Statement

Subject to statutory provisions, the aim of our policy is to ensure that no applicant, student, or member of staff will be discriminated against on the basis of age, disability, gender reassignment, marriage or civil partnership, pregnancy or parenthood, race, religion or belief, sex, or sexual orientation, or be disadvantaged by conditions or requirements which cannot be shown to be permitted by law.

## ■ Values Statement

Wadham has a cherished tradition of being at the forefront of advancing equality of opportunity, and celebrates vigorous debate, independent thought, and academic excellence. We seek to create a welcoming, accessible, and secure environment in which to work, study, live, and visit. Our community embraces people of all ages, backgrounds, races/ethnicities, nationalities, beliefs (including religious beliefs), genders, sexualities, dis/abilities, and appearances. This inclusiveness, underpinned by mutual respect and consideration, enriches us all.



# BENEFITS OF WORKING AT WADHAM COLLEGE

<b>Training and Development Opportunities</b>	Further details can be found at: <a href="https://pod.admin.ox.ac.uk/learning-and-development-opportunities-professional-services-staff-0">https://pod.admin.ox.ac.uk/learning-and-development-opportunities-professional-services-staff-0</a>
<b>Free Staff Meals</b>	If you work longer than a 6-hour shift then you are normally entitled to one meal on duty free of charge at the main College site (Parks Road) if the kitchen is open and operational. It is up to the Head of Department whether this is breakfast, lunch or an evening meal. Please be aware that there is no cash equivalent or allowance for meals missed or when the kitchen is closed.
<b>Employee Assistance Programme (EAP)</b>	<p>An EAP is a confidential employee benefit designed to help you and your immediate family deal with personal and professional problems that could be affecting your home life or work life, health, and general wellbeing.</p> <p>A 24/7 helpline is available to assist you which can provide counselling support as well as a smartphone app and wellbeing portal to access further information.</p>
<b>Corporate Discounts (through the University of Oxford)</b>	<p>Below is an example of the discounts available (this list is not exhaustive)</p> <ul style="list-style-type: none"> <li>■ 10% discount in some University shops</li> <li>■ Free entry to Oxford colleges and libraries which charge for admission</li> <li>■ Discounted computer software from the University Computing Service</li> <li>■ Free access to the University Botanical Gardens</li> <li>■ Discounted membership of the Iffley Road gym and swimming pool</li> </ul>
<b>Access to Wadham Gardens and Leisure Facilities</b>	Staff may use the gardens at Wadham, sports ground pitches and tennis courts (located on Marston Ferry Road, Oxford). Wadham College hires a punt annually from the Cherwell Boat House which staff are permitted to hire for a small fee and a squash court is also available within the College. The University Club provides social, sporting and hospitality facilities. It incorporates a Club bar, a cafe and sporting facilities, including a gym.
<b>Staff Entertainment</b>	The College arranges social events including charity raffles, coffee mornings, cake sales, quiz nights, staff Christmas party and children's Christmas party.
<b>Pension</b>	<p>The University offers generous occupational pension schemes for eligible staff members.</p> <p>Opportunity to join the Oxford Staff Pension Scheme (OSPS). Details are available online at: <a href="https://finance.admin.ox.ac.uk/osps">https://finance.admin.ox.ac.uk/osps</a></p> <p>General information about university pensions can be found at: <a href="https://finance.admin.ox.ac.uk/pensions">https://finance.admin.ox.ac.uk/pensions</a></p>
<b>Travel</b>	The College offers travel schemes and public transport travel discounts to staff. Full details are available from the College.
<b>Nurseries and childcare</b>	The University offers quality childcare provision services at affordable prices to College staff. For full details about the services offered, please visit <a href="https://childcare.admin.ox.ac.uk/home">https://childcare.admin.ox.ac.uk/home</a> . Due to the high demand for nursery places there is a long waiting list, although Wadham offers a limited number of places on a sponsored priority scheme to help reduce the waiting time.
<b>Private Medical Insurance</b>	The Oxford Colleges' Healthcare Scheme is available to eligible staff and further details are available from the College. Members of staff are expected to contribute to the scheme.
<b>Discounted Guest Rooms</b>	Staff may on occasion book a room at Wadham College, subject to availability. Staff are entitled to receive a discount on accommodation during our College vacation periods, subject to terms and conditions.