

Communications Manager Role – Job Description

Job Title: Communications Manager

Working for: Higher Education Policy Institute (www.hepi.ac.uk)

Location: Hybrid with regularly working in Oxford and London, and occasional travel across the UK and events held outside of normal working hours.

Salary: £35,000–£40,000 (pro rata if part-time)

Length of Contract: Fixed-term contract for an initial period of two years. (Subject to organisational need and funding, this contract may be extended but this cannot be guaranteed.)

Hours: Full-time or part-time (minimum 0.6 FTE)

Job Details

HEPI is the UK's only independent, non-partisan think tank devoted to higher education and a registered charity. We produce influential research, host high-profile events and contribute to national debates on higher education policy.

We are creating a new Communications Manager role to help ensure our research reaches the widest possible audience and has maximum impact.

The Communications Manager will shape, lead, and implement HEPI's communications strategy, ensuring our publications, events, and wider work reach policymakers, higher education colleagues, journalists, and other key audiences.

The successful candidate will have professional communications experience and be comfortable taking ownership of HEPI's day-to-day communications while contributing ideas to develop our longer-term strategy.

Responsibilities

Reporting to the Director of Policy and Strategy, you will:

- lead the implementation and ongoing development of HEPI's communications strategy;

- manage HEPI's social media channels and website, developing engaging content before, during and after reports, events and other activities;
- work with HEPI's Events and Communications Administrator to create high-quality digital content, including graphics, short videos and other multimedia resources;
- increase the visibility and longevity of HEPI's publications by planning sustained communications campaigns around reports and blogs;
- produce regular communications for key stakeholder groups, including policymakers, university leaders and partners;
- monitor parliamentary activity, media coverage and policy developments to identify opportunities to promote HEPI's work;
- work with colleagues and University Partners to maximise the reach of HEPI's research and events;
- monitor communications performance and recommend improvements using data and analytics; and
- work closely across the entire HEPI team amplifying the work of publications, events, partnerships and engagement.

Person specification

We are looking for someone who has:

- experience in a communications role, leading to a demonstrable improvement in reach and impact;
- experience in planning and delivering digital communications and social media campaigns;
- strong content creation skills, including producing press releases and copy to promote impact with different audiences;
- confidence using analytics to evaluate communications performance and improve future activity;
- the drive to work autonomously and at pace to manage multiple projects simultaneously while maintaining excellent attention to detail;

- excellent organisational and interpersonal skills, with the ability to work collaboratively in a small, busy dedicated team.

Knowledge of the UK higher education sector, experience working within membership organisations, and experience with WordPress websites or CRM systems would be advantageous but are not essential for someone keen to learn quickly.

What We Offer

- A salary of £35,000 - £40,000, depending on experience, plus 8% employer pension contributions
- The opportunity to shape the communications function of one of the UK's most influential education think tanks.
- HEPI offers flexible working arrangements. In return, we ask colleagues to be flexible when business needs require it. This may occasionally involve working outside normal hours to support events, publications or key organisational priorities.
- Significant scope to develop the role as HEPI's communications activity continues to grow.

Application Process

Please send:

- a letter of application (maximum two A4 pages) explaining how your experience meets the person specification; and
- a CV (maximum two A4 pages)

to admin@hepi.ac.uk.

AI is great, but we want to hire *you*. Please skip the AI generators and write your application in your own words. We value your unique voice and perspective.

If you have questions about this role, please contact Rose Stephenson, Director of Policy and Strategy: r.stephenson@hepi.ac.uk

Closing date: Sunday 26th July

Shortlisting: Wednesday 29th July

Interview date: Thursday 6th August, in Oxford (TBC).

Shortlisted candidates will be invited to interview and asked to prepare a short presentation on a topic that will be communicated in advance.

A minimum of two references will be taken up before any appointment is made.

Website: <https://www.hepi.ac.uk>