JOB TITLE: COMMUNICATIONS COORDINATOR - STUDENT AND STAKEHOLDER ENGAGEMENT LEAD

REPORTS TO: HEAD OF MBA MARKETING & COMMUNICATIONS

Background

The MBA is the largest programme at Cambridge Judge Business School and is responsible for delivering over £11 million to the School through an annual cohort of around 200 students.

This role is based within the Marketing & Communications team for the MBA programme at Cambridge Judge Business School.

The MBA Marketing & Communications team is responsible for promoting and marketing the Cambridge MBA and the School in order to attract over 1200 diverse applicants of the highest quality to this flagship MBA programme each year. The team is also responsible for delivering a co-ordinated and high-quality communications strategy across key stakeholder groups including enrolled candidates, students, alumni and corporate audiences, to maintain the global reputation of the programme and encourage maximum engagement with the School.

The role

This role contributes directly to the quality of the student experience while studying for the MBA, through the co-ordination, planning and execution of innovative, engaging and effective communications across a range of channels. The role holder will use communications to build students’ engagement with their learning experience across the academic, careers and extracurricular landscape, in order to enable outstanding achievement, progression and employability outcomes for all students.

- The role manages and co-ordinates a communications plan across MBA alumni and corporate audiences creating content, recommending tactics and disseminating communications, ensuring brand consistency and quality of work.
- The role will co-ordinate across the MBA marketing, careers and programme teams, and wider School, to establish and prioritise communications needs for key audiences (candidate, students, alumni and corporate), and contribute to the formation of communications strategies.
- The role will be involved in designing internal processes for communicating effectively with students, researching needs, finding solutions, training colleagues and evaluating activities.
- The role will be responsible for the production of important communications materials and content, such as the enrolled student portal, the student profile book, and the student handbook, as well as other content to support the delivery of the MBA such as video, imagery, display screens and emails.
- The role holder will also lead on monitoring and evaluating key student communications, reporting findings to colleagues, and being pro-active in suggesting improvements and new tactics.
• The role holder will also be responsible for managing an ongoing communications schedule for corporate and alumni audiences, researching, sourcing, creating and disseminating content which supports strategic goals to nurture these audiences.

Main responsibilities

Communications planning and co-ordination

• Drawing up messaging priorities for the programme and careers teams in consultation with the head of each team and use this to create communication schedules which support strategies to nurture these audiences.
• Recommending content types to fulfil these goals, such as animations, films, articles, graphics and text. Advising on format and delivery tactics for these communications.
• Developing and supporting a student experience calendar, based on research and feedback, to inform communications strategies.
• Designing processes and creating templates and best practice guidelines for use by Cambridge MBA colleagues in executing communications activities with students, alumni and corporate contacts.
• Collaborating across the MBA and School to co-ordinate schedule planning as necessary.
• Being the first point of contact for colleagues and students for any queries, policies and procedures around student communications.
• Working to consistently improve the customer experience of students through the use of communications.

Content creation and dissemination

• Maintaining a deep knowledge of the MBA learning experience (academic, careers and extra-curricular) to inform communications and engagement ideas.
• Overseeing creation of content to communicate the academic programme and careers service programme to students including text, video, graphic and audio, ensuring consistency of tone, style and adherence to brand guidelines.
• Managing the weekly student newsletters, commissioning content, seeking contributions, creating content, sending emails and evaluating responses. Monitoring success and being proactive to constantly improve performance.
• Working with the MBA careers and programme teams to make best use of the student virtual learning environment (VLE), making recommendations on content type and style, navigation and structure; advising on consistency across external website, pre-arrival portal and VLE platforms to create a seamless digital experience for students.
• Making recommendations to careers and programme colleagues on promotion of resources and services.
• Managing the communication plan and content calendar for pre-arrival phase, orientation and exit stage.
• Supporting Cambridge MBA colleagues in the communications work with academic colleagues, providing templates, supporting brand adherence, recommending communications strategies and best practice.
• Facilitating, supporting and encouraging student engagement in social activities and events.
• Managing the production of the Cambridge MBA student profile book, liaising between students and careers team and external design agency to gather content, photography and managing proofing process and delivery; undertaking photography and filming projects.
• Taking oversight of social media channels/content aimed at students and corporate contacts, ensuring consistency of message and style, evaluation processes and integration with other communications channels.
• Supporting the general marketing and communications activity across the MBA team.
• Using content management system (CMS) to edit web pages.

Research and evaluation

• Collecting and analysing data about student experience to improve future delivery and inform decisions.
• Taking oversight of research needs (e.g. end of year survey, rankings surveys), managing communications schedule and its delivery.
• Developing key performance indicators (KPIs) to apply to communications objectives, and regularly mapping activities against KPIs.
• Evaluating communications methods and responses, interpreting results to seek further improvements and define new strategies.
• Developing and maintaining close relationships with other universities and leading business schools in order to benchmark and share best practice.

Others

• Providing advice to institutions and teams on effective communication with staff and internal stakeholders so that good communication practice can be encouraged across the University.
• Advising senior leaders on targeting communications to support strategic priorities.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to demonstrate how your own experience meets these requirements in the 'suitability for the role' section of the online application form.

• Bachelors degree.
• Experience in production of marketing materials: managing designers and agencies.
• First class copy writing skills, attention to detail.
• Customer service experience preferred, or sales.
• Creative design abilities – identifying potential design concepts, assessing design proposals, use of imagery etc.
• Ability to work under pressure and to tight deadlines.
• Demonstrable operational and budget management skills.
• IT literate and competent in the use of databases, spreadsheets, Word and the internet.
• Highly developed planning and analytical skills.
• Significant knowledge and experience of recruitment & admissions in the international MBA sector is preferable.
• Knowledge of MBA market and the offerings of leading business schools.
• Substantial knowledge of or strong interest in delivering high-end products or services.
• Experience of building and maintaining effective working relationships with stakeholders at all levels and suppliers including; current students, admissions consultants, external funding bodies, alumni and printers & designers.
• Excellent interpersonal, communication and presentation skills. Cultural awareness and sensitivity.
• Ability to plan and execute sales communications via telephone and online platforms.
• Commitment to providing outstanding levels of customer service, including the ability to act as a strong ambassador for Cambridge Judge Business School and the University of Cambridge.
• Strong initiative to generate ideas for promotional campaigns, ability to seek out and manage contributions from others.
• Demonstrable knowledge, preferably a relevant post within higher education, professional services, marketing or in selection/recruitment of people.
• Willingness to work occasional non-standard hours and weekends during busy recruitment periods and at times of special events, such as graduation weekend and open days.
• Willingness and interest to participate in MBA conferences and other professional activities.

Benefits

This is a full-time position working 36.5 hours per week. Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range £28,660-£34,189 per annum. There will be a six-month probationary period.

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world’s oldest and most successful Universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees’ work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.
Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk/job.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

**The closing date for applications is 13 November 2018.**

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, a member of Cambridge Judge Business School’s HR team who are responsible for recruitment to this position, on (01223) 339637 or by email on hr@jbs.cam.ac.uk. Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.