JOB TITLE: COMMUNICATIONS MANAGER

REPORTS TO: DIRECTOR OF EXTERNAL ENGAGEMENT

Background

The External Engagement team is the primary external-facing department within Cambridge Judge Business School (CJBS). The team includes Alumni Relations, Events, Development, Stewardship, and Communications. It acts as the public face of the School with key external constituents creating engagement plans and strategies with alumni, donors, corporate partners, and other critical stakeholders to the benefit of the School.

This appointment will focus on the development and delivery of the External Engagement team's communications strategy. The role holder will proactively work with the Director of External Engagement and the Head of Alumni Relations, the External Engagement Project & Data Manager and the wider External Engagement team to produce high calibre targeted communications to build affinity and deliver services to our 9,000 global alumni, and other external stakeholders. The role holder will support colleagues from across the School, including academics and programme teams, to maintain a joined-up, School-wide approach to external engagement communications.

The role

This role exists to ensure that communications to alumni and key external stakeholders are of consistently high quality and to ensure a sophisticated communications approach that will result in return on investment for engaging alumni and other key external stakeholders with Cambridge Judge Business School.

Main responsibilities

- Taking responsibility for, in conjunction with the Director of External Engagement, the reconceptualisation and written content of relevant sections of the Cambridge Judge Business School website. This will ensure that the website incorporates the full scope of the work that the External Engagement team provides to alumni, donors, honorary appointments, council members students and corporate contacts.
- Planning, developing and managing a broader communications strategy that incorporates the wider efforts of the External Engagement team.
- Supporting the communications needs of Cambridge Judge Business School’s Dean, External Engagement Director and Senior Associate Director of Fundraising, which could include the development of proposals, emails, web articles and other written communications.
• Writing and producing the majority of communications for the External Engagement team to include talking points for VIP events, speeches, video verbiage, web content, cases for support and assisting with targeted alumni communications.

• Devising and implementing, in conjunction with the External Engagement Project & Data Manager and the Head of Alumni Relations, a strategy to secure and regularly review alumni and student benefits promoted via the CJBS Network, taking a lead role in implementation of new modules to the platform. This involves liaison with CUDAR and College counterparts.

• Creating, maintaining and presenting content for inductions, VIP events, donor (individual and corporate) events, graduations, introductions to the CJBS Network, reunions and other key external engagement events. This will include speech and presentation writing and marketing material creation.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements:

• Educated to degree standard/equivalent or able to demonstrate appropriate job experience.

• Marketing/communications professional qualification.

• Highly literate with a background of leading on e-communications and writing copy for marketing and client facing collateral and knowledge of e-marketing and communication principles.

• Must have a demonstrated natural talent for writing from scratch (not just serving as an editor) – pieces such as articles, features on alumni, stewardship pieces to thank donors, speeches, talking points.

• Significant relevant experience of alumni and development relations.

• An understanding and affinity for event management principles with practical experience of events management.

• An understanding of the higher education environment and University procedures with an understanding of how Cambridge Judge Business School fits into the overall structure of the University.

• Computer literate with experience of Microsoft Office products with knowledge of database and information management.

• Experience working with Microsoft Dynamics and adaptability to work with new and sometimes complex web-based customer relationship management (CRM) platforms.

• Excellent communication and interpersonal skills, able to deal with enquiries and problems discreetly and tactfully from a variety of sources.

• Excellent organisational skills with good time management and ability to prioritise a diverse and changing workload.

• Good initiative and creative thinking skills.

• Good team player, with flexibility, determination and creativity and capable of fitting into a small, hard working team.
• Excellent networking skills, at all levels and patient with a pleasant and helpful manner. Able to deal with enquiries and problems discreetly and tactfully from a variety of sources.
• Some out-of-hours work may be required.

Benefits

This is a full-time position. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £30,395-£39,609 per annum.

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.

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 16 November 2018.

Applicants are required to provide details of two referees. These will not be contacted unless he 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.