Further particulars

JOB TITLE: ONLINE COMMUNICATIONS COORDINATOR

REPORTS TO: HEAD OF ONLINE COMMUNICATIONS

Background

The Online Communications Coordinator sits within the Corporate Communications & Marketing team, a primary external-facing department within Cambridge Judge Business School. The team includes the Corporate Communications, Brand, Media Relations, Corporate Marketing & PR, Social Media and Online Communications functions. The team exists to promote the work, mission and vision of Cambridge Judge and to ensure that all stakeholders have a shared understanding of the achievements and impact of the Business School in order to make it the school of choice for students, faculty, potential donors and thought leadership with real world impact. The Corporate Communications & Marketing team engages with multiple audiences, ranging from prospective and current students, faculty, alumni, existing supporters, the general public through to media agencies, social media influencers to national and international media.

In a highly competitive global marketplace for business education, the establishment and implementation of a strong brand identity and a comprehensive and effective communication strategy is essential in order to firmly position the University of Cambridge Judge Business School in the top tier of business schools worldwide.

The Role

The Online Communications Coordinator reports to the Head of Online Communications. The post holder also works closely with fellow team members within Corporate Communications & Marketing. The Corporate Communications & Marketing team needs to maintain excellent working relationships and provide a strong level of service to marketing managers, research centre directors, and other colleagues across the School.

Within the Online Comms team, the Online Communications Coordinator acts as the lead for analytics and SEO (search engine optimisation), such as using tracking tools to report on website and marketing metrics and assess the success of campaigns and long-term strategy, and establishing and maintaining best practice in SEO across the site so the School can appear higher in organic search rankings.

They oversee major sections of the website, which includes building new sections, training content providers, and adapting and approving content.

The Online Communications Coordinator supports the Social Media Manager during periods of leave etc., by posting on the School’s social media channels, such as Twitter, Facebook, YouTube and LinkedIn,
using content provided by other members of the Corporate Communications & Marketing team and reflecting the promotional needs of every department within the School.

**Main responsibilities**

**Statistical analysis and reporting**
- Gathers data from multiple sources to assess and review the performance of the School's websites, social media channels and other online marketing efforts.
- Provides reports to the Head of Online Comms, the Social Media Manager and the Head of Corporate Communications & Marketing, in order to inform strategy.
- Supports and trains stakeholders on the use of analytics.

**Search engine optimisation (SEO)**
- Working alongside the Marketing & PR Manager and a specialist external agency, optimises the websites for search engines in order to improve our presence in search rankings.
- Audits content and advises members of the School to ensure best practice is followed.
- Monitors the success of our SEO strategy and is responsible for the technical implementation of any required improvements.

**New website content**
- Builds new sections of the site ensuring the content is structured and organised in line with user experience best practice, and that it is presented in a way that’s eye-catching and engaging, yet consistent with the School's branding.
- Summarises and adapts content from print material and other sources, as required, to repurpose it for the web.
- Ensures content is compliant with data protection, accessibility and copyright regulations.

**Social media**
- Works with the Social Media Manager, Marketing & PR Manager other members of the Corporate Communications & Marketing team, playing an active role in the School's social media strategy to maximise online engagement.
- In the absence of the Social Media Manager, posts on the School's social media channels, engages with our external audiences with the aim of building our social networks, and manages the monitoring of comments posted, working with Corporate Communications & Marketing colleagues to ensure that these are answered/dealt with in the appropriate way.

**Maintaining current website content**
- Works with the Marketing & PR Manager to publish relevant and engaging content on the external website.
• Commissions, edits and maintains content on the School's websites in conjunction with stakeholders across the School, to ensure their content is accurate, useful, up-to-date and written appropriately for their audiences.

• Advises stakeholders on changes to webpage design to ensure user friendliness and consistency with School branding and other design guidelines.

• Ensures content is compliant with data protection, accessibility and copyright regulations.

Training

• Supports the Online Communications Manager in training members of the School on the use of the content management systems, the digital assets management system, the email marketing system, and other systems managed by the Online Communications team.

• Supports the Social Media Manager in advising and training stakeholders across the School who want to set up their own social media accounts to promote their individual programmes, centres, etc.

System improvements

• Reports on bugs.

• Sources solutions to problems.

• Tests new systems and updates to existing systems.

• Liaises with external suppliers in relation to the above.

• Takes part in University webmaster networking meetings to learn about new developments and feeds back regarding our own developments.

• Keeps up to date with developments in legislation and technology relating to the web.

Content auditing and monitoring

• Records when important sections of the site will require updating (where dates, figures, rankings, etc. are reported) and gathers content and updates as required.

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.

• Educated to at least degree level or with equivalent relevant experience.

• Experience of writing and editing for the web.

• Experience using content management systems, e.g. WordPress.

• A great team player with an enthusiastic, flexible and positive approach to work; someone who can be relied upon to provide support during period of high demand and go the extra mile.

• Experience and understanding of Search Engine Optimisation (SEO) techniques.

• Experience using analytics for marketing purposes, e.g. Google Analytics, Hotjar, Crazy Egg.
• Experience of running social media channels for an organisation (rather than on a personal basis).
• Awareness and understanding of online and social media marketing techniques, particularly relating to product marketing in higher education. Exceptional familiarity with the major social media channels (Facebook, Twitter, LinkedIn, YouTube) and how best to engage with and build your audience.
• Experience of training colleagues.
• Understanding of data protection, accessibility and copyright regulations and their application.
• Excellent written communication skills, including persuasive copywriting, accurate use of English and the ability to proof materials for sense and accuracy.
• An eye for effective online copy and design.
• A thorough understanding of customer needs: maintaining regular contact and the ability to build effective and productive working relationships at all levels.
• Excellent interpersonal skills, including tact and diplomacy.
• Ability to effectively negotiate diverse and, at times, seemingly conflicting organisational needs.
• The ability to tackle challenges constructively and to find creative ways forward.
• A fast learner who can pick up new systems quickly and pass on their knowledge to others.
• Excellent attention to detail.
• Ability to work systematically on a number of tasks simultaneously and then deliver to deadline.
• Knowledge of best practice regarding user experience and information architecture.
• Excellent working knowledge of Adobe Photoshop.
• Some experience of email marketing systems such as Dotdigital and ClickDimensions.

The role may involve occasional out-of-hours work, as well as attending School-related events with the objectives of promoting these events via social media (e.g. live-tweeting).

Benefits

This is a full-time position working 36.5 hours per week. There will be a six-month probationary period. 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.

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. You will automatically be enrolled to become a member of CPS
(Contributory Pension Scheme) – a defined benefit and defined contribution pension scheme. For further information please visit: www.pensions.admin.cam.ac.uk. We also offer 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.

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.