JOB TITLE:  ONLINE COMMUNICATIONS ASSISTANT

REPORTS TO:  ONLINE COMMUNICATIONS MANAGER

Background

The Online Communications Assistant sits within the Corporate Communications & Marketing team, a primarily external-facing department within Cambridge Judge Business School (CJBS). The team includes 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 School in order to make it the business 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 Cambridge Judge Business School, University of Cambridge in the top tier of business schools worldwide.

The Online Communications team are responsible for Cambridge Judge Business School’s websites, blogs and intranet. The team needs to maintain excellent working relationships and provide a strong level of service to programme marketing managers, research centre directors and their teams, and other colleagues across the School.

The role

The Online Communications Assistant provides general support to the rest of the Online Communications team, assisting in web edits, photo edits, training, social media, analytics and statistics, email marketing and other systems supported by the team.

The role holder will receive website edit requests, from other members of the team and from stakeholders across the School, and will adapt the content they receive to make it consistent with the website’s "voice" and design. The role holder will also audit the websites on a regular basis, checking that content is still up-to-date, relevant, compelling and accurate. Furthermore, they will regularly perform quality assurance testing to ensure that all links are working, that the sites work across all devices (tablets and mobiles as well as desktops and laptops) and so forth.

The role holder will be responsible for using a content management system that is continuously evolving and to provide input on ways to improve that system. Additionally, they will train stakeholders from various teams across the School, with varying degrees of technical ability, on how to use the content
management system. This will involve the production of written manuals and formal training sessions, as well as providing day-to-day help and advice as required.

In addition to day-to-day tasks, the Online Communications Manager may set the role holder discrete projects. Such projects will be overseen and approved by the Online Communications Manager.

Alongside other members of the Online Communications team, the role holder will ensure that the School websites reflect the School's activities, are responsive to the business school environment and act as an effective means of interacting with our audiences.

The role holder will also be responsible for producing website and social media usage statistics reports for Corporate Communications & Marketing team members as requested.

**Main responsibilities**

**Maintaining current website content**

- Commissioning, editing and maintaining 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.
- Working with the Marketing and PR Manager to produce content for those teams around the School that don't have an in-house marketing resource.
- Advising stakeholders on the best way to structure and organise their content for the web.
- Managing the content audit process, keeping track of content that needs to be updated on digital channels.
- Ensuring that content is compliant with data protection, accessibility and copyright regulations.

**Quality assurance**

- Identifying gaps in content, or areas where content needs to be updated, rewritten, or otherwise improved.
- Liaising with the Marketing and PR Manager to address gaps in content.
- Performing site-wide checks for broken links on a regular basis.
- Verifying that webpages function consistently across a variety of browsers and devices (the site is responsive and should work just as well on a mobile as on a desktop PC).
- Liaising with external suppliers (e.g. designers, software engineers) to ensure their products meet our standards and requirements.
- Proofreading content to check for and correct grammatical errors and spelling mistakes.
- Doublechecking that the names of people, places, businesses, etc., mentioned in content are accurately referenced.
- Regularly auditing external websites.

**Training**

- Supporting the Online Communications Manager in training members of the School on the use of content management systems, the digital assets management system, the email marketing system, and other systems managed by the Online Communications team.
• Training other members of the Corporate Communications and Marketing team on the best way to source imagery, and how to use image editing software to adapt this imagery for marketing purposes.

**Digital assets**

• Gathering photographs and other relevant files from stakeholders and uploading them to the digital management system.
• Ensuring all files are appropriately tagged with titles, dates, keywords, etc., so they can be found via the appropriate search terms.
• Assessing records and fulfilling requests for stock photography from the rest of the School to ensure that they are in line with the Cambridge Judge Business School design standards and ensuring that they comply with the licencing agreement.

**Statistical analysis and reporting**

• Assisting the Online Communications Manager in maintaining accurate, regular and up-to-date analyses of our websites and online activities.
• Helping to prepare web-usage statistics and reports for the Head of Online Communications in order to inform strategy.

**Production of written documentation**

• Producing written documentation to accompany all training provided.
• Ensuring documentation is kept updated as systems change.
• Producing regular content audit documents and keeping these up to date.

**Communications**

• Providing support to the Marketing and PR Manager in the drafting and sending of pre-event and post-event promotions (email campaigns via the School's email marketing system, social media, online advertising).
• Writing promotional copy and creating event collateral.
• Providing support to the Social Media Manager by occasionally posting on the School’s social media channels and highlighting comments and interactions that require a response.

**System improvements (in liaison with the rest of the Online Communications team)**

• Reporting on bugs.
• Sourcing solutions to problems.
• Testing new systems and updates to existing systems.
• Liaising with external suppliers in relation to the above.
• Participating in the University’s webmaster networking meetings to learn about new developments and giving feedback regarding Cambridge Judge Business School's developments.
• Keeping up to date with developments in legislation and technology relating to web.
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.

Essential

- Educated to at least A-level.
- Qualifications or demonstrable experience in digital communication.
- Experience of editing and copywriting for digital channels.
- Experience of writing for and updating websites.
- Experience of using the major social media channels (Facebook, Twitter, LinkedIn, YouTube).
- Ability to learn and use a wide variety of systems and software.
- Ability to work on a number of tasks simultaneously and then deliver to deadlines.
- 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.
- The ability to implement content management systems, including platforms such as WordPress, SharePoint and TYPO3.
- The ability to implement user experience and information architecture.
- A thorough understand of customer needs.
- The ability to maintain regular contact to build effective and productive working relationships at all levels, utilising tact and diplomacy.
- Self-motivated and the ability to use own initiative.
- A team player with an enthusiastic, flexible and positive approach to work.
- Strong investigative skills and a determination to establish factual correctness.
- Excellent attention to detail.
- Ability to remain calm under pressure.
- Strong organisational skills.

Desirable

- Experience of delivering informal training and/or briefing colleagues.
- Experience of content management systems, especially WordPress and SharePoint.
- Excellent working knowledge of Photoshop.
- Experience using email marketing systems.
- Experience of using form/survey building software.
- Experience of carrying out audits and producing written documentation.
- Some experience in HTML, CSS, JavaScript and PHP would be an advantage.
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 £26,715-£30,942 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 10 December 2019, and we are aiming to interview on 16 or 17 December.

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) 768497 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.