JOB TITLE: COMMUNICATIONS MANAGER (CENTRE FOR STRATEGIC PHILANTHROPY)

REPORTS TO: EXECUTIVE DIRECTOR

Background

The Centre for Strategic Philanthropy (CSP) within the Cambridge Judge Business School (CJBS) is dedicated to enhancing the impact of strategic philanthropy both within and from global growth markets. Through a combination of rigorous research, executive education and the convening of diverse voices, the Centre aims to become the leading hub of actionable knowledge to catalyse greater philanthropic impact from the world's fastest growing regions.

The role

The Communications Manager is responsible for delivering strategic communications for the Centre for Strategic Philanthropy in order to raise CSP's profile and clearly demonstrate research impact to diverse audiences and stakeholders.

Main responsibilities

CSP communications strategy

• Be responsible for the development and implementation of CSP’s communications and content management strategy.

• Work with the CSP Executive Director and the CJBS Corporate Communications & Marketing team in creating a consistent editorial strategy and effective delivery of priority messages across all print and e-communications.

• Work collaboratively with members of CSP to ensure all communications tools meet the needs of the team.

• Support the strategy for specific campaign communications developed by the Executive Director.

• Ensure rigorous adherence to the high editorial and design standards in all communications and the correct use of the CJBS brand.

• Develop an effective and appropriate strategy for the use of current social media and digital communications channels (Facebook, Twitter, LinkedIn, YouTube), research and assess the suitability of new digital channels as they evolve. Obtain, analyse and report on social media analytics using tools like Google Analytics.
Content management

- Create compelling and engaging new content in line with agreed strategic goals and objectives, and manage the development and revisions of existing content.
- Keep target audiences informed about the developments within the CSP.
- Develop and implement a coherent online and digital content strategy, including social media, ensuring the strategy is workable and responsive to evolving audience needs.
- Be the central point of contact for content development on the CSP's webpages.

Stakeholder management

- Manage and develop relationships with editors, advertising contractors, and others to deliver the production of printed materials to support engagement activities and objectives.
- Collaborate with colleagues responsible for alumni and supporter engagement strategy. Ensure an effective and co-ordinated strategy exists; advise and collaborate with other development and alumni staff on communications strategy to develop and maintain engagement with the CSP.

CSP communications systems

- Utilise online services to deliver as much functionality as possible.
- Report defects and recommend improvements.
- Identify opportunities to use products to support engagement objectives.
- Manage CSP's content relationship management (CRM) system, mailing lists and newsletters.
- Develop and implement a process to systematically review and refresh all digital content across the CSP, give advice on improvements or changes arising from new industry standards and best practice. Provide analysis reports at agreed intervals to summarise digital engagement, research and assist the development of tools and content for effective data analysis.

Communications expertise

- Provide expertise and evidence to support the use of day-to-day digital communications, maintain up to date knowledge of best practice and standards and inform colleagues of these to introduce new thinking into communications planning.
- Provide or facilitate training where necessary.

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:

- Proven communications experience and expertise.
- Expertise and experience in search engine optimisation and content optimisation.
- Experience of bespoke data analysis and report writing.
- Familiarity and experience in using traditional and new media to develop effective communications.
- Good understanding of social networking tools and their application.
• Excellent editorial, proofreading and writing skills.
• Good understanding of data management and confidentiality.
• Demonstrate highly specialised knowledge of communications, involving a critical understanding of relevant theory and/or principles outside of the immediate specialism.
• Degree level qualification/Level 6 vocational qualification.

Benefits

This is a full-time position working 37 hours per week. There will be a six-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £36,914-£49,553 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 8 December 2020.

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 2013.

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.