JOB TITLE: COMMUNICATIONS MANAGER (CAMBRIDGE CONSERVATION INITIATIVE)

REPORTS TO: CCI COLLABORATIONS & ENGAGEMENT MANAGER

Background


As a strategic collaboration between 10 partners the Cambridge Conservation Initiative depends on strong internal communications between partners and dynamic external communications to promote the outputs and impacts of CCI. The CCI Communications Manager is responsible for developing and implementing a suite of CCI communications mechanisms in order to raise and maintain CCI’s profile across a range of audiences.

The Communications Manager works closely with both the CCI Executive Director and CCI Collaborations and Engagement Manager and is supported by the CCI Executive Assistant and the CCI Administrator. The role maintains an active relationship with CCI partners, donors and a wide range of external audiences.

The role

This role develops and manages CCI internal and external communications, including leading the creation of a communications strategy. The post holder manages the CCI’s website, intranet platform, social media and other communications mechanisms, and will play a leading role in developing the communications around the CCI Strategy 2020-2030. The Communications Manager also works with the Executive Director to support fundraising for CCI communications.

Main responsibilities

Develop and implement a CCI communications strategy

- Work with the CCI Executive Director, colleagues from the CCI Executive Director’s Office (EDO), Council and the CCI Communications Working Group to develop a communications strategy.
• Lay out a clear plan showing how CCI communications will promote CCI as a unique collaboration, share CCI’s aims, aspirations and achievements and articulate how communications interface with CCI’s agenda to inform and influence others.

**Develop and manage CCI communications**

• Work with the CCI Executive Director and EDO colleagues and staff across CCI partners to develop, deliver and manage a range of communications tools and platforms to share, promote and strengthen CCI.

• Populate the new CCI website with content that clearly communicates CCI’s vision, niche, strategy, impact, achievements and activities.

• Manage the CCI website as a key platform for sharing information about CCI, particularly through engagement with the CCI community to ensure the breadth of the Initiative’s work is adequately reflected on the website.

• Oversee the full population of CCI’s new intranet, the CCI Hive, with material from across CCI, including CCI Services.

• Manage the CCI Hive as a major tool for internal CCI communications across the CCI community.

• Develop and implement a communications plan for the CCI Collaborative Fund for Conservation.

• Create a range of other CCI communications (e.g. annual reports, news stories, contributions to partners’ own communications materials) to promote CCI to a wide range of external audiences.

• Review and enhance CCI’s use of social media to increase the profile of CCI.

• Review how CCI partners communicate and promote CCI, and strengthen the cohesion between central CCI communications and that of CCI partners by engaging the CCI community in contributing material to CCI’s communications channels.

• Review the communications assets developed by CCI to date, and lead creation of an effective and accessible filing system for these assets.

• Lead a review of the CCI brand.

• Support the communications aims of the CCI programmes, ensuring a coordinated approach for the communications across the suite of programmes.

• Support CCI’s public engagement work by providing communications input into key events and activities.

**Develop communications for the new CCI Strategy 2020-2030**

• Work with the CCI Executive Director, EDO colleagues and CCI Council to develop communications for the CCI strategy 2020-2030.

• Lead the design and production of the strategy and develop a set of materials for use in the promotion of the strategy both within, and by, the CCI community.

**Fundraise for communications activities**

• Work with the CCI Executive Director and colleagues from the University Development and Alumni Relations (CUDAR) team, develop concept notes for CCI communications activities and support the reporting process for donors.
• Prepare funding applications for CCI communications activities to be submitted to a range of potential donors, including trusts, foundations, individual philanthropists and other institutional funders.

• Prepare reports and communications materials for CCI funders to assist in stewarding relationships with existing CCI donors.

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 level or equivalent in relevant subject.

• Experience of developing and managing communications (including websites and social media).

• Experience of working with press and media organisations.

• Familiarity with the Cambridge Conservation Initiative partners and their collaborative programmes.

• Good knowledge of international conservation and environmental issues and ideas.

• Excellent all-round communication skills, including enthusiastic and efficient oral and writing abilities.

• Ability to draft complex documents and write for varied external audiences.

• Ability to nurture and foster essential relationships and partnerships with collaborators, potential funders and public audiences.

• Highly IT literate, in particular website content development, new and digital media tools.

• Outstanding networking skills.

• Self-motivated, able to multitask and with a track record of delivering to tight deadlines without compromising on quality.

• Experience of fundraising, including fundraising processes and promoting complex ideas to a wide range of audiences would be advantageous.

Benefits

This is a full-time position working 37 hours per week. 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 £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 Wednesday 9 December 2020.

Interviews will be held on Wednesday 16 December and Thursday 17 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.