

JOB TITLE: COMMUNICATIONS COORDINATOR (ENDANGERED LANDSCAPES PROGRAMME)

REPORTS TO: PROGRAMME DIRECTOR

Background

The Cambridge Conservation Initiative (CCI) is a unique partnership between leaders in biodiversity conservation research, education, policy and practice from six founding University Departments (Zoology, Plant Sciences, Geography, Land Economy, Cambridge Judge Business School and Cambridge Institute for Sustainability Leadership) and nine internationally renowned Cambridge-based conservation organisations (BirdLife International, British Trust for Ornithology, Cambridge Conservation Forum, Fauna & Flora International, International Union for the Conservation of Nature, RSPB, Traffic International, Tropical Biological Association and the United Nations Environment World Conservation Monitoring Centre). CCI aims to transform international biodiversity conservation by catalysing strategic partnerships between leaders in research, education, policy and practice.

One of the priority areas of collaboration within CCI's Five Year Plan is to focus on the restoration of ecosystems and landscapes for the benefit of biodiversity. To this end and thanks to the generosity of Arcadia, a charitable fund of Lisbet Rausing and Peter Baldwin, CCI has created the Endangered Landscapes Programme (ELP). This programme manages a series of large-scale, multi-million-pound landscape restoration projects that combine research, practice and policy change across Europe.

This programme will develop and manage a series of large-scale multi-million-pound landscape restoration projects that combine research, practice and policy change across Europe. It will help to reverse biodiversity loss from European landscapes and provide inspiration for a fundamental shift in the policy and practice of nature conservation. The ELP will create European landscapes that are enriched with biodiversity, establishing resilient, more self-sustaining ecosystems that benefit both nature and people. The ELP is a major and new expansion of CCI's ability to deliver its collaborative international agenda to understand and conserve biodiversity

The role

The Communications Coordinator will co-ordinate the communications of the Endangered Landscapes Programme on behalf of the Programme Director, working closely with the Programme Manager, Science Manager, ELP grantees, CCI Collaborations and Engagement Manager, CCI Communications Manager, CCI partners, staff from Cambridge Judge Business School, staff from other University departments, and with other organisations, in order to ensure that the ELP, its impacts, its key messages, and its opportunities are communicated to key audiences.

Main responsibilities

Communications strategy

- Lead on the development and the ongoing review of the Endangered Landscapes Programme Communications Strategy.

Content management

- Manage the production and editing of stories from the programme, working closely with all grantees.
- Draft and edit communications copy, including for the website and social media.
- Be responsible for the production of all news items about the programme.
- Manage and supervise contractors and service providers (e.g. web support company, printers, freelance writers etc.) to deliver the programme's communications outcomes, as required.

External engagement

- Manage the content for the ELP's website - take full responsibility for the maintenance and updating of the programme website.
- Publicise and share news about programme activities, events and achievements (including those linked to collaboration with CCI's Arts, Science and Conservation Programme).
- Disseminate information about the programme and projects using appropriate media and promote publication of positive stories in the European press (especially in the UK) to present the ELP as a strategic, large-scale CCI initiative; and as a major programme funded by Arcadia.
- Take responsibility for maintaining an active presence of the programme on social media.
- Oversee the commissioning and production of targeted, impactful videos about the programme.
- Manage the production of programme publications (including the Annual Review), from decisions on format, design, and content through to distribution and marketing.
- Network with other communications staff at the CCI Executive Director's Office, CCI partners, and among ELP grantees, to ensure consistency of message and maximum profile and coverage for ELP news.

Brand and resource management

- Track the media exposure of the programme and projects and the impact of programme communications, and share information with the ELP senior management team.
- Update and extend the programme's communications databases and media lists.
- Organise, maintain and add to a photo gallery/archive for the programme.
- Ensure that the programme's 'brand' is effectively communicated and adhered to (by CCI and ELP grantees) in written and visual communications, and provide guidance where needed.
- Manage the budget for the ELP's communications function (approx. \$17,000 per annum).

Event co-ordination

- Plan and co-ordinate communications linked to ELP presence at relevant public-facing events in Cambridge and the UK, as agreed with the ELP Director.

Communications support

- Support programme staff with the production of event-specific communications outputs such as PowerPoint presentations for workshops and conferences.
- As a member of the ELP management team and the Executive Director's Office from time to time, support the communication of other CCI programmes as required and instructed by the ELP Director.
- Be the first point of contact with the press, media, general public and other stakeholders including regarding communication received via the ELP website.

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 experience in a similar communications role.
- Understanding of media relations and digital media strategies.
- Proficient in MS Office.
- Solid and proven writing, editing and researching skills.
- Ability to draft complex documents and write for varied external audiences.
- Excellent communication abilities (oral and written).
- Strong attention to accuracy and detail.
- Ability to nurture and foster essential relationships and partnerships with collaborators, potential funders and public audiences.
- Self-motivated, able to multi-task and with a track record of delivering to tight deadlines without compromising on quality.

The following criteria is desirable:

- Familiarity with design software (e.g. Photoshop, InDesign) and content management systems.
- An understanding of and commitment to environmental issues.
- A degree in communications, media, or marketing (or a related field).

Benefits

This is a part-time position working 29.5 hours per week. There will be a nine-month probationary period. Holiday entitlement is 28 days per annum plus eight days of public holidays (pro-rated for part-time employees). The salary will be in the range of £30,942-£40,322 per annum (full-time equivalent).

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 4 February 2021.

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.