JOB TITLE: ALUMNI & EXTERNAL ENGAGEMENT COMMUNICATIONS COORDINATOR

REPORTS TO: HEAD OF DATA & ADVANCEMENT COMMUNICATIONS

Background

The Alumni & External Engagement Team (A&EE) is the primary external-facing department within Cambridge Judge Business School (CJBS). The department includes Alumni Relations, Events, Development and Stewardship. It acts as a public face of the Business School with key external constituents and combines the provision of good external relations with fundraising activities.

This appointment will support the delivery of the Alumni & External Engagement team’s communications strategy. The role holder will work with the Head of Data & Advancement Communications and the wider External Engagement team to produce high calibre targeted communications to build affinity and deliver services to our over 11,000 global alumni, and other external stakeholders. The role holder will support colleagues from across the Business School, including academics and programme teams, to maintain a joined-up CJBS-wide approach to external engagement communications.

The role

The focus of the team and therefore the role holder, working under the direction of the Head of Data & Advancement Communications, is to ensure that communications to alumni and key external stakeholders are of consistently high quality and to ensure a sophisticated communications approach that will result in return on investment to engaging alumni and other key external stakeholders with CJBS.

Main responsibilities

Email marketing communications

- Support the email marketing needs of the wider A&EE department, including targeted alumni and friends of CJBS email communications and news stories, collaborating with internal A&EE colleagues where appropriate and consulting with associated stakeholders for subject matter content.

News stories

- Work with the Head of Data & Advancement Communications and collaborate with colleagues in A&EE and Corporate Communications to facilitate and support a broad range of news stories to support the A&EE communications plan and objectives, focusing on A&EE communities only.
- Research, plan and write news stories to support these objectives.
Social Media

- Research Business School and University channels to keep up to date with campaigns and regularly meet with Corporate Communications & Marketing team as required to negotiate/secure coverage of A&EE related posts.
- Plan, write and facilitate a programme of social media posts to support the A&EE communications plan/activities, collaborating with members of the Alumni Relations team to execute as required.
- Monitor Alumni social media channels, liaising with the Alumni Relations (AR) Manager covering China for WeChat.

Marketing and other collateral

- Create and maintain marketing content/collateral, including but not limited to: presentations, brochures and flyers for inductions, VIP events, donor (individual and corporate) events, graduations, introductions to the CJBS Network, reunions and other key external engagement events.
- Consultation will be required with associated stakeholders for subject matter content and external design/print providers.

Website and intranet

- Work with the Director of A&EE and Head of Data & Communications, as well as the and the other functional leads within A&EE to ensure that the Business School website (and CJBS Intranet) incorporates the full scope of the work the External Engagement department provides to alumni, donors, honorary appointments, council members, VIPs, students and corporates (and in the case of the CJBS Intranet, internal CJBS stakeholders).
- Create content as required to support these objectives and support CJBS-wide website projects.

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 standard/equivalent experience or able to demonstrate appropriate job experience.
- Marketing/communications professional qualification is desirable but not essential.
- Highly literate with a excellent copy writing skills and attention to detail.
- Experience of alumni or membership relations environment.
- An understanding and affinity for event management principles with practical experience of events management is desirable.
- An understanding of the Higher Education environment and University procedures with an understanding of how Cambridge Judge Business School fits into the overall structure of the University.
- Excellent Microsoft Office and Adobe software skills, including Photoshop with a knowledge of database and information management systems is required.
• Experience of working with Microsoft Dynamics and marketing automation software, eg ClickDimensions or similar is essential.

• Excellent communication and interpersonal skills, able to deal with enquiries and problems discreetly and tactfully from a variety of sources.

• Experience in planning and executing digital marketing campaigns.

• Excellent organisational skills with good time management and ability to prioritise a diverse and changing workload.

• Good initiative and creative thinking skills.

• Good team player, with flexibility, determination and creativity and capable of fitting into a small, hard working team

• Excellent networking skills, at all levels and patient with a pleasant and helpful manner. Able to deal with enquiries and problems discreetly and tactfully from a variety of sources.

• Some out-of-hours work may be required.

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 £29,614-£35,326 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 31 October 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.