

**JOB TITLE: SENIOR COMMUNICATIONS COORDINATOR (TEMPORARY COVER)**

**REPORTS TO: HEAD OF MEDIA RELATIONS**

#### Background

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The Corporate Communications & Marketing team is one of the primary external-facing departments within Cambridge Judge Business School (CJBS). The team includes the 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 Cambridge Judge in order to make CJBS 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 to firmly positioning the Cambridge Judge Business School, University of Cambridge in the top tier of business schools worldwide.

Digital communication and content marketing is the basis for much of our visibility raising strategy, with audiences hearing, connecting, and engaging with us through the creation, curation, and distribution of topical content. The team creates a broad range of content, much of it housed in the 'Insights' section of the website, the Cambridge Judge thought leadership platform (the content hub of the Business School) and amplified through several inbound marketing tactics.

#### The role

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The purpose of this central role is to provide efficient support to the Head of Media Relations and Director of Corporate Communications & Marketing in the implementation of the press and communications strategy and to meet programme PR needs. The post holder is a key point of contact with the external world and is responsible for maintaining and protecting the Business School's reputation.

The role holder will ensure consistency of message across all communications channels from website, social media, press, media events and print publications.

This role works closely with all members of the Business School to ensure we effectively promote Cambridge Judge Business School, its faculty, students, research, educational programmes, and related activities to maximise impact and build the reputation globally.

The post holder is also responsible for coherent and consistent internal communications, both within the Business School itself and the wider University.

## **Main responsibilities**

### Public relations

- Review daily press to identify developing topics that faculty can comment on.
- Source content for news stories by maintaining close relationships with stakeholders across the Business School.
- Disseminate news on faculty research to interested parties.
- Write and distribute press releases, news stories, and media alerts.
- Handle media enquiries and source comments as required, often within tight deadlines.
- Provide advice to internal stakeholders on most appropriate method of PR for their project/centre/department.

### Press coverage monitoring

- Daily monitoring of news coverage about Cambridge Judge from press clippings.
- Analyse press clippings and identify relevant coverage.
- Write headlines for the Business School's website 'In the Media' section.
- Monitor, analyse and measure the impact of PR campaigns through the press coverage achieved.
- Prepare work in progress (WIP) reports; monthly/annual reports on media coverage.
- Maintain the media relations database: creating bespoke media contacts lists; sending press releases; analysing media coverage.

### Press contacts and database systems

- Maintain and develop the Business School's press contacts database.
- Provide input into decision making process for new database suppliers (competitors analysis).
- Maintain relationships with external stakeholders/media contacts/journalists alongside the Head of Media Relations.

### Research and analysis

- Monitor what other business schools are doing and what media coverage they get.
- Support the Director of Corporate Communications & Marketing and Head of Media Relations in the drafting and editing of content for a range of channels (press, online and print); finding an expert for media interviews; identifying the most appropriate media channel and journalist to disseminate news stories to raise the profile of CJBS, etc.
- Routinely carry out database searches and analysing forward features and special reports in the media and identifying opportunities for the Business School.

### Content production

- Write and edit content (news and features) for the website, social media, print publications and media events.
- Support the communications strategy. Help to identify topical Business School and programme news stories, newsworthy research, and assist on the production and editing processes.
- Support the Director of Corporate Communications & Marketing with content production, including the production and editing of content, management of the content process, including the production of work in progress reports.
- Co-ordinate with colleagues including the Digital Media Manager to communicate CJBS's strategic messages, faculty research and thought leadership, top-tier coverage and news stories

### Media events

- Lead on the set up of media and faculty roundtables; prepare the itinerary, arrange logistics and media packs.
- Provide support on Business School wide events where media/VIPs are attending.
- Provide support on faculty media training days.
- Project manage media interviews as required by Head of Media Relations.
- Represent the Business School/networking at media conferences.
- Represent the Business School by giving tours of the building/facilities to external stakeholders/VIPs.

### Internal communications

- Provide advice and support on accuracy of content in the production of publications and write and edit content.
- Provide information/advice on faculty experts as required.
- Regularly meet or talk with faculty about their research or other initiatives.

### Finance

- Maintain invoice and purchase order records and analyse variances against the budget.
- Provide input into budget planning and support the Director of Corporate Communications & Marketing and Head of Media Relations in budget preparation.
- Prepare quotes and purchase orders where required.

### Project support

- Provide support to external suppliers on discreet/annual projects such as the production of Cambridge Judge publications.

### The person

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The ideal candidate should have the following qualities, skills and attributes. You are asked to provide an application demonstrating how your own experience meets these requirements:

- Educated to degree level, or equivalent relevant experience.
- Experience in developing materials for publication, including writing, editing and publishing processes.
- Experience of dealing with national and international media.
- Significant experience of working in communications and with the media.
- Knowledge of marketing and communication channels (online and print).
- Excellent understanding of the PR process.
- Awareness of key issues, trends, opportunities and challenges in the business school sector.
- Strong organisational skills and the ability to multi tasks and to work to tight deadlines.
- A strong customer service ethos.
- Excellent interpersonal skills and command of written and verbal English.
- The ability to build good working relationships at all levels and with many different cultures and nationalities.
- Proven track record of relationship management and the ability to work sensitively with tact and diplomacy.
- Collegiate and effective team player.
- Ability to work on own initiative.
- Experience of managing time sensitive communications.
- Strong IT skills, including confident user of Microsoft Office, especially Word, Excel and PowerPoint.

Desirable:

- A postgraduate or professional qualification in communications or public relations.

Benefits

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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.

This post is to provide temporary cover and will be fixed-term for one year or upon the return of the post holder, whichever is the earlier.

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](http://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](http://www.jobs.cam.ac.uk).

#### Application arrangements

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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](http://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 30 November 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

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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

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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](mailto: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](mailto:hrenquiries@admin.cam.ac.uk).