JOB DESCRIPTION

Job Title: Communications and Marketing Manager (part time, job share)

The Communications and Marketing Managers play an integral role in developing and delivering the College’s Communications Strategy. Through a range of activities, this position strengthens both external and internal communications, supporting the implementation of best practice across the College.

Reporting to the Bursar and working in close consultation with the Master, this job share role works alongside all College departments and complements a wide range of communications and marketing activities. The current job share holder works 30 hours per week; it is envisaged that whoever takes on the role will work 22.5 hours per week. We are willing to be flexible with the working hours, although flexibility for some evening and weekend work will be required.

Responsibilities held by both job share partners

Media communications

- Act as ‘media guardian’ by proactively building and protecting the reputation of the College, its members, and its initiatives and partnerships.
- Engage with and respond to the media in line with the College’s Media Engagement Policy and, when appropriate, in consultation with the Cambridge University Office of External Affairs and Communications.
- Act as the first point of contact for all media-related enquiries directed at the College; this may involve some evening and weekend work when required.
- In consultation with the Domestic Bursar, consider requests for filming, photography or other related activities and make recommendations to the College’s Council.

Marketing and branding

- In consultation with the Communications Committee, continue to develop and implement an appropriate and consistent brand across all internal and external communication materials.
- Monitor and if necessary address how the College brand is being used by non-official, quasi-official, or affiliated groups.
- Liaise with external suppliers to ensure consistent application of the College’s visual identity and to secure value for money.

Digital, social and audio-visual

- Work with colleagues to commission, oversee and occasionally create short films and audio-visual content that supports the College’s communications strategy.
- Lead the development of the College’s main social media accounts. Review current uses of all College-related social media accounts and make recommendations on developing and improving them, with a view to improving engagement and online communications with prospective students and alumni in particular.

December 2020
● Continue to implement College social media guidelines. Provide guidance to managers and other interested parties on appropriate, effective, legal and safe use of social media.
● Continue to develop and improve the College website so that it remains a ‘living’ and up-to-date means of communication, fully recognising the different audiences it seeks to engage with.
● Liaise with Heads of Department to ensure they take responsibility for their particular areas on the website and ensure that the information is accurate, up to date, and in line with the established College brand.
● Work with the College IT Department on issues relating to technical web development and the College Intranet, JNet.

Supporting partners with external communications
● Support the College to promote its Access and Widening Participation activities.
● Assist the Development Office with their publication materials such as e-newsletters, Jesuan News, and the Annual Report.
● Work with the Director of Music to promote the outward-facing activities of the Choirs.
● Support the Conference Office with communications and marketing activities including proactive media releases, digital and physical promotional work, and branding.
● Work with the respective College members and departments to offer communications and marketing support to the Intellectual Forum, the China Centres, the Chapel, Sculpture in the Close, and other College initiatives. This support will include proactive and reactive media work and digital and offline promotional work.

Internal communications
● Actively seek ways in which internal communications with the Fellowship and staff could be improved.
● Contribute to internal newsletters and communications for Fellows, staff and students, including delivering a regular email newsletter and encouraging the flow of stories on the College intranet.

Freedom of Information requests
● Support the Bursar and Information and Records Manager in ensuring College compliance with Freedom of Information Act 2000, in line with established College protocols.
● Review FOI requests and help to draft responses as appropriate, liaising with the University as appropriate.

Other responsibilities
● Act as Secretary to the Communications Committee. This will involve the preparation and circulation of the agenda and papers, and the preparation of the minutes.
● Any other duties and responsibilities which are compatible with the post of Communications and Marketing Manager and which may be required by the College.

Person specification

Qualifications, knowledge, skills and experience required
● Degree level qualification (or equivalent level experience in a relevant discipline).

December 2020
● Considerable experience of working in a similar communications/Public Relations role, ideally in a higher education or academic environment.
● Significant experience of and the ability to write and edit articulate and succinct press releases, articles and other documents.
● Significant command of digital, social media and audio-visual communications.
● Experience in developing and implementing communications strategies.
● Experience in supporting an organisation with the development of its brand identity and effectively implementing changes.
● Experience in dealing with FOI requests in a compliant and professional manner whilst safeguarding the interests of the organisation.

Competencies
● Confident and articulate interpersonal skills; experienced in dealing with a diverse range of people.
● Excellent writing and literary skills to meet the full range of requirements for the role.
● Innovative, with an ability to think creatively with regards to problem solving.
● Ability to both think decisively and recognise when to refer for guidance and/or approval.
● Flexible and well-organised, with a ‘can do’ approach to the varied and demanding workload, and an ability to proactively manage pressure.
● Advanced IT ability, particularly in the area of social media and networking.

Further Information:

Hours of Work

Usual hours of work are 22.5 hours per week, 3 days per week. Flexibility with days of the week will be arranged with the job-share partner, but flexibility for evening and weekend work is required. TOIL may be given at the discretion of the line manager for particularly busy periods. Annual Holiday entitlement is 25 days (FTE) in addition to public holidays.

Salary and Conditions

Remuneration will be set against the Jesus College salary scale and is dependent on experience. There will be a six month probationary period. The post-holder will be eligible to join the College’s contributory pension scheme, discretionary bonus, health cash plan, subsidised meals on duty, free use of an on-site gym, and family-friendly working practices.

*Jesus College is an Equal Opportunities employer and is a non-smoking environment.*