Jesus College Communications & Marketing Manager (Job Share)

JESUS COLLEGE

Founded in 1496, Jesus College is one of the 31 Colleges in the University of Cambridge. As one of the largest and best-known of the Cambridge Colleges, it has a strong reputation for academic excellence, both national and international. With a strong sense of community and purpose, the College has outstanding provision in music, the arts and sport, to name a few. The Collegiate University is regulated as the top university in the UK, as well as listed as one of the top five universities in the world. The College is an independent institution comprising of a Master, Fellows, senior members, students and staff. The Master and Fellows constitute the Society (the governing body) and are or have been, engaged in teaching and research in a wide range of individual subjects. As well as students and Fellows, the College community is made up of Emeritus Fellows and other senior members, alongside a large team of almost 200 staff.

HOW TO APPLY

Please download and complete our College Application and Equal Opportunities Forms, which can be found online at:

www.jesus.cam.ac.uk/college/people/vacancies

Completed forms along with a copy of your CV, and Covering Letter setting out your suitability for this post, must arrive by Tuesday 4th May 2021. Being sent to Jill Hynes, HR Assistant; jobs@jesus.cam.ac.uk

Or by post to the Jill Hynes, HR Assistant at; HR Department, Jesus College, Cambridge, CB5 8BL.

For an informal conversation prior to applying for this role, please contact Helen Harris at communications@jesus.cam.ac.uk

THE POST

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 alongside them 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

● 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 Global initiatives, 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)
- Considerable experience of working in a similar communications/Public Relations role
- 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 organization

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

TERMS AND CONDITIONS
Salary

Set against the Jesus College salary scale the full time salary is £43,700 pa (40 hours per week). The salary for this position is pro-rata, and for 22.5 hours per week is £24,581 pa

Benefits

- Membership of a defined contribution pension scheme with a death-in-service benefit of two times salary
- Membership of a healthcare cash plan
- Free daily staff lunch when in College
- Access to a range of family friendly policies and welfare support services, including maternity coaching
- Non-contractual bonus payment
- Staff Forum which organises Christmas and Summer staff events
- Cycle to work scheme
- Free parking
- Use of the College Gym and Tennis courts
- Use of the College Library

Hours

The hours of work are 22.5 hours per week. This is a part-time & job-share post and we are willing to be flexible with the hours and days of the week, although this must be compatible with the current post holder. Some evening and weekend work may be necessary from time to time.

Holidays

25 days’ holiday per year plus 8 public holidays. Of the 25 days’ holiday, the College requests that staff take 3 days in December when the College is closed for the festive season.

Probation period

The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week’s notice on either side. Following the successful completion of the probationary period, the period of notice would be three months on either side.

Equal Opportunities / Data Protection

The College is actively committed to including and supporting all under-represented groups, and promoting an inclusive culture, valuing diversity. The College encourages applications from all sections of society.

The College has a responsibility to ensure that all employees are eligible to live and work in the UK.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and Data Protection Policy. Further information about how we process your personal data can be found on J-net, or please ask the HR department.