



UNIVERSITY OF  
CAMBRIDGE

# Communications Lead

Cambridge Zero

06 February 2025

Job Reference: LP44515



# Communications Lead

## Salary:

£46735 - £59139

## Contract:

Permanent

## Location:

Cambridge

## Faculty / Department:

Cambridge Zero

## Responsible to:

Tom Twitchett

Head of Operations

## Working Pattern:

Full Time

## Purpose of the role

The purpose of this role is to provide oversight and management of Cambridge Zero's communications and engagement both within the collegiate University and externally.

The role will also develop and co-ordinate cross-institutional communications activity in order to inform and educate audiences and demonstrate Cambridge's leadership in tackling the climate crisis.

The role will manage and deliver Cambridge Zero's communication and engagement strategy which will support activities across all our programmes. This includes, public (community) engagement, internal and external communications, research communications, philanthropic and alumni engagement, student engagement and media relations.

The role will also manage the Community Engagement Manager, and proposed roles for Events Manager and Communications.

The role holder will take decisions relating to communications, and support delivery of the Cambridge Zero objectives, in line with the Cambridge Zero Strategic Plan.

The role holder will work closely with the Cambridge Zero Director, Deputy Director(s), Head of Operations and senior members of the University.

## Key responsibilities

### Strategy and Planning

- Provide subject matter expertise and input into the development of integrated communications plans for our communications and engagement activity across all programmes of work, ensuring all communications activity is aligned with Cambridge Zero's Strategic Plan. Review these plans regularly to ensure they take account of changing priorities, escalating to the Management Team as necessary.
- Provide subject matter expertise and input into the development of a compelling communications and engagement vision for Cambridge Zero, ensuring aims, objectives and core messages align with this vision. Manage the implementation of a cohesive strategy in line with these objectives.
- Draw upon the University's existing resources and networks to support Cambridge Zero. For example, work closely with OEAC, CUDAR and



## Key responsibilities continued

### Communications

- Manage the development and implementation of integrated communications plans for our activity across all programmes of work, working closely with Programme Leads, to ensure widespread dissemination of the work of Cambridge Zero within the University and outside.
- Monitor the delivery of the plans, including communications channels used, to ensure they are responsive to evolving audience needs.
- Manage the production of printed materials to support Cambridge Zero activities and objectives, ensuring rigorous adherence to high editorial and design standards in all communications and the correct use of the University and Cambridge Zero brands.
- Oversee Cambridge Zero's web and social media presence.
- Oversee the development and ongoing support of the Programmatic interactive databases which showcase the climate and nature related activities across the University.
- Maintain up to date knowledge of best practice and standards and inform colleagues of these to introduce new thinking into communications planning. Provide or facilitate training where necessary.

### Engagement

- Work with Programme Leads to develop an engagement strategy for each of the main programmes of activity (Research, Education, Policy and Innovation) and help deliver their engagement needs. Have responsibility for delivering specific engagement activities in support of the programmes including visits; symposia; high-level meetings etc.
- Work with Cambridge Zero staff to form partnerships and active collaborations with business, government and other institutions in order to pursue shared interests.
- Oversee Cambridge Zero's web and social media engagement.
- Develop a compelling programme of Alumni Engagement activities, to increase involvement with Cambridge Zero.

### Media Relations

- Manage and develop relationships with media outlets, advertising contractors, and others to grow media coverage for the University's climate and environmental sustainability work.
- Prepare media releases and promotional material as required. Assess and respond to reactive media enquiries in a timely manner to make certain that accurate information is provided in line with deadlines.
- Support the Cambridge Zero Director and others with their media appearances as necessary.

## Key responsibilities continued

### Internal Co-ordination

- Work with Programme Leads, the wider Cambridge Zero community and OEAC to identify climate-based research, education, policy and innovation activities suitable for promotion internally and externally. Develop a forward plan of activity to manage this.
- Maintain a close working relationship with OEAC, and CUDAR, ensuring alignment on strategic communication priorities.

### Content development and facilitation

- Provide high-level editorial support, and ensure the delivery of high quality written and visual content for key projects and outputs via digital and print media, including impact maps, hard copy publications, advertisements, videos, presentations and web content. Ensure that communications content is compelling, engaging, and aligns with Cambridge Zero's strategy
- Manage and commission the development of new content and revisions to existing content, working with members of the core Cambridge Zero team, external contractors and experts within the University as required.

### Public (community) engagement

- Oversee the public (community) engagement function, ensuring that its programme supports Cambridge Zero's objectives and that events and activities are properly coordinated and have clear learning outcomes.
- Manage the Cambridge Zero Community Engagement Manager, working closely to help develop a Community Engagement Strategy and ensure delivery of that strategy.

# Person Specification

Criteria	Essential	Desirable
<b>Qualifications</b>		
Educated to Undergraduate degree level, or equivalent qualification or experience	✓	
<b>Experience</b>	✓	
Experience in leading a high performing communications and engagement team	✓	
Proven experience and expertise in implementing successful communications and engagement strategies	✓	
Experience of media campaign planning, execution and management	✓	
Experience of writing for international audiences	✓	
Familiarity and experience in simplifying and explaining technical messages, and forming a compelling narrative	✓	
Experience of managing and expanding effective relationships with senior internal and external stakeholders	✓	
Proven experience of stakeholder management, multi-channel engagement and communication campaigns	✓	
Experience of running workshops, events and conferences	✓	
Experience of working in a public affairs or policy environment		✓
<b>Skills</b>		
Strong relationship building and advisory skills.	✓	
Excellent editorial, proofreading and writing skills,	✓	
Good understanding of project planning and management	✓	
Good understanding of social networking tools and their application	✓	
Ability to work at pace whilst maintaining attention to detail	✓	
Ability to negotiate and exercise diplomatic skills, needed for managing stakeholders and complex university relationships	✓	

# Declaration on Research Assessment

The University of Cambridge is a signatory to the San-Francisco Declaration on Research Assessment (DORA), and in recruitment or promotion evaluations will assess research on the basis of its merits rather than the journal or venue in which it is published. Applicants should not include Journal Impact Factors or uncontextualized metrics in their applications. Full details are at: <https://www.research-strategy.admin.cam.ac.uk/research-policy/DORA>

# Cambridge Zero

Cambridge Zero exists to maximise the University of Cambridge's contribution towards achieving a resilient and sustainable world.

We do this by enabling, integrating and accelerating climate activities related to education, research and innovation.

We work in a co-ordinating and supporting role across the full academic lifecycle; connecting, convening and engaging the full breadth of the greater University community (i.e. the University, Colleges and related institutions).

Acting in close collaboration and partnership with a broad range of University functions, we help integrate, enhance and accelerate climate activities.

To learn more about us, please visit <https://www.zero.cam.ac.uk/>

# The School

The School of the Physical Sciences is one of the six Schools in the University of Cambridge and comprises the following Departments:

- Applied Mathematics and Theoretical Physics (DAMTP)
- Cambridge Zero
- Chemistry
- Earth Sciences
- Geography (including the Scott Polar Research Institute)
- Institute of Astronomy
- Issac Newton Institute of Mathematical Sciences
- Materials Science and Metallurgy
- Physics (Cavendish Laboratory)
- Pure Mathematics and Mathematical Statistics (DPMMS)

The School is responsible for allocating core funds to departments and provides broad strategic focus across its constituent departments in a number of areas including; research activity, undergraduate and graduate education, estate needs, fundraising and human resources.

As part of the University's annual planning cycle, the School prepares a financial and academic plan which sets out strategic objectives, determines budgets as well as the flow of resources to departments. The School manages a wide range of administrative activities and projects across its departments and works alongside other Schools to further interdisciplinary research.

The School has over 1500 members of staff, over 3000 students and an annual budget of over £100 million.





# Terms of Appointment

## Tenure and probation

Appointment will be made on a permanent basis  
<https://www.hr.admin.cam.ac.uk/policies-procedures/guidance-use-fixed-term-and-open-ended-contracts/recruitment-and-objective>. Appointments will be subject to satisfactory completion of a probationary period which will be set dependant on the length of tenure.

## Hours of Work and Working Pattern

The hours of work for the position are Full time, 37 hours per week, working Monday – Friday.

## Pension

You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a hybrid pension scheme. For further information please visit: [www.pensions.admin.cam.ac.uk/](http://www.pensions.admin.cam.ac.uk/).

## Annual leave

Full time employees are entitled to annual paid leave of 41 days inclusive of public holidays. For new part-time employees, annual leave will be pro rata'd based on days worked.

## General information

### Pre-employment checks

#### Right to work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us.

If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

**Health declaration** Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

### Qualifications

The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

**References** - offers of appointment will be subject to the receipt of satisfactory references.

### Screening Checks:

This role requires a standard Disclosure and Barring Service (DBS) Check. Any offer of employment we make to you will be conditional upon the satisfactory completion of this/these check(s); whether an outcome is satisfactory will be determined by the University. The nature of this role means that the successful candidate will also need to undergo a health assessment.

### Equality and Diversity

We particularly encourage women and /or candidates from a Black, Asian and Minority Ethnic background to apply for this vacancy as they are currently under-represented at this level within our University.

## Information if you have a disability

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment.

Information for disabled applicants is available at <http://www.admin.cam.ac.uk/offices/hr/staff/disabled/>

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact, the Department Administrator, who is responsible for recruitment to this position.

# The University

The University of Cambridge is consistently ranked one of the best universities in the world, achieving academic excellence through its Faculties, Departments and other Institutions, together with the 31 Colleges.

The University is renowned for its record of discovery and innovation. It is one of the great institutions, with a regional, national and global reach, attracting the very best and brightest minds. Our staff and students shape the world around us for the better: we attract and partner with like-minded people.

Whether contributing to the development of new anti-cancer drugs, adding to the understanding of how black holes are formed, revolutionising the study of ancient settlements, convening academic expertise to offer solutions to the climate crisis, or analysing public attitudes towards democracy around the world, the University's research is remarkable in its breadth, quality and impact.

The University also sits at the heart of Europe's largest technology cluster and has catalysed more than 1,500 high-tech companies. And yet what inspires our 24,000 students and 13,000 staff is not what has already been achieved, but what is possible in the future.

The education and experience of our students, based on a partnership between the University's academic Departments and Faculties and the 31 Colleges, is second to none. Every student is a member of one of the Colleges, each a community of students, academics and staff drawn from across the University's comprehensive range of subject areas.



The University is a self-governing community, with a system for decision-making that provides a high degree of accountability and transparency to its members. Each Department and Faculty is part of one of six academic Schools, but each of them, and each individual academic, has a great deal of autonomy. The Colleges are independent and self-governing, working in a symbiotic relationship with the University.

The University has a number of Institutions that are independent of any Faculty or Department and are not part of the academic Schools. These include the Institute of Continuing Education (which provides high-quality education to adults throughout their lives), the Fitzwilliam Museum, Kettle's Yard (an historic house and gallery that holds important collections of modern art) and the University Library. In addition to their diverse contributions to University and public life, these non-School Institutions are also important centres of teaching and research.

Cambridge University Press & Assessment provides academic publishing, examinations and learning materials worldwide, supporting the dissemination of research, academic development at school and in higher education, and international student mobility. Legally, the Press & Assessment is a department of the University. It provides very important funds to invest in the academic purposes of the University.

The University has made truly remarkable contributions to the sum of human understanding, with breakthrough ideas and discoveries that have changed the way we understand ourselves, our planet, and the universe around us. Yet the global and national contexts in which it operates are fast-changing and increasingly filled with uncertainty. In a world that is becoming - politically, economically, socially, and technologically – ever more interconnected but even less equal, the University's mission – “to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence” – has never been more relevant.



# About Us

**The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.**

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University's make-up.

“Through its outstanding education, research and innovation, the University of Cambridge has made – and continues to make – a lasting contribution to human knowledge and is flourishing. By working at the University of Cambridge, you will be joining a vibrant community of students, scholars and professional services staff committed to supporting and enhancing the University's mission to contribute to society.”

*Professor Deborah Prentice,  
Vice Chancellor 2023*



# Working at the University

**Working at Cambridge you will join a diverse, talented and innovative community, with more than 24,000 students and over 13,000 staff from all walks of life and corners of the world.**

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

The University offers a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a science and technology campus to the west of the city centre, and is expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with their continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and continues to redevelop its historic city centre sites demonstrating a clear determination to ensure that we can offer the best facilities and opportunities for our staff and students.



## Equality, Diversity and Inclusion

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here:

<http://www.equality.admin.cam.ac.uk/>

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.

# Living in Cambridge

Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances at the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the Visit Cambridge website.

If you prefer the faster pace of life, London is a 45-minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

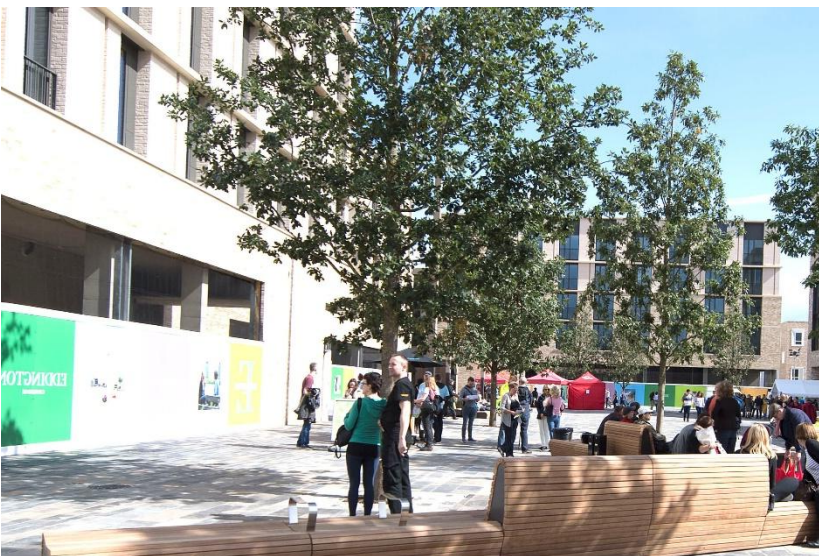
## Relocation Support

The University recognises the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit <https://www.accommodation.cam.ac.uk/RelocationService/>. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of

## Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge. The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets. For further information and to register with this free service please visit:

<https://www.accommodation.cam.ac.uk/>



# What Cambridge can offer

**We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.**

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a [career break scheme](#) for academic and academic-related staff, with additional flexible working policies for all other staff.

## Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.



## CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.



# What Cambridge can offer

## Family-friendly policies

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 26 weeks' full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high-quality holiday Playscheme are available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here:

<https://www.childcare.admin.cam.ac.uk/>

The Newcomers and Visiting Scholars Group (<https://www.nvs.admin.cam.ac.uk/>) is an organisation within the University that welcomes the partners and families of visiting scholars and new members of the University. Run by volunteers, the group offers opportunities to visit interesting Cambridge venues, learn about the community, take part in social events and gain local knowledge while developing a strong support network of both residents and other newcomers.

## Your wellbeing

The University's Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the [Cambridge Festival](#), which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

## Development opportunities

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.





# How to apply

Applications should be submitted online via the University of Cambridge jobs page [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk) by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are welcomed and should be directed to:

Nina Martin, Cambridge Zero, Operations Manager

**Email: [nina.martin@zero.cam.ac.uk](mailto:nina.martin@zero.cam.ac.uk)**

If you have any queries regarding the application process, please contact: **Nina Martin ([nina.martin@zero.cam.ac.uk](mailto:nina.martin@zero.cam.ac.uk))**

The closing date for applications is: 7<sup>th</sup> March 2025

The interview date for the role is: week commencing 17<sup>th</sup> March 2025

