

**JOB TITLE:            COMMUNICATIONS MANAGER (FIXED TERM)**

**REPORTS TO:        CAMBRIDGE CENTRE FOR ALTERNATIVE FINANCE CENTRE MANAGER**

#### Background

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Cambridge Judge Business School (CJBS) is a world-class business school at the heart of the University of Cambridge. The Business School offers predominantly postgraduate degrees in management, finance, technology policy, and its full-time MBA programme is highly ranked in the world by the *Financial Times*.

Established in January 2015, the Cambridge Centre for Alternative Finance (CCAF) is an international and interdisciplinary research centre dedicated to the study of alternative finance, focusing on new financial instruments and channels of finance emerging outside of the traditional financial system in the areas of alternative financing channels, alternative approaches to credit analytics and alternative payment systems. The purpose of the CCAF is to provide academic thought leadership, evidence-based policy output and industry practice insights, to improve global business practice in all aspects of finance. In addition to the focus on research and its dissemination to academics, businesses and policymakers, the Centre has a teaching agenda, delivering executive education courses, developing teaching material, both traditional and online, and developing lecture courses for the MBA and other business school programmes, as well as for programmes elsewhere in the University.

#### The role

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The purpose of the role is to support the Research Project Leads in promoting their research outputs and the Centre's communications more broadly. It supports the strategic vision and mission of the Centre, construct and broadcast key messages, and connect with key stakeholders, partners and audiences to clearly position the CCAF and its offerings.

The role holder will be also responsible for the development and implementation of the Centre's communication strategy. Crucial part of the role will be the research dissemination of the work of the Cambridge Alternative Finance Collaboration Network.

#### **Main responsibilities**

##### Communication strategy

- Develop and implement an effective multi-channel communications strategy on behalf of the Centre in order to raise the profile and impact on research activity to diverse audiences and stakeholders.
- Create priority messages using appropriate format internally and externally.
- Create compelling and engaging content in line with agreed strategic goals and objectives.
- Ensure effective and timely dissemination of research findings to enable impactful knowledge transfer.

- Develop and implement a process to systematically review and refresh all digital content across the Centre, giving advice on improvements or changes arising from new industry standards and best practice. Provide analysis reports at agreed intervals to summarise digital engagement, research and assist the development of tools and content for effective data analysis.
- Manage the Centre's social media outlets (LinkedIn; Twitter, etc.) and assess the suitability of new digital channels as they evolve. Obtain, analyse and report on social media analytics using tools like Google Analytics.
- Provide expertise and evidence to support the use of day-to-day digital communications. Maintain up to date knowledge of best practice and standards and inform colleagues of these to introduce new thinking into communications planning.

#### Liaison and networking

- Collaborate actively within and outside the Institution to promote research projects and outputs.
- Develop and maintain relationships with external media contacts and partners to enhance the external profile and reputation of the Centre.
- Offer advice to staff to help generate opportunities for media exposure, promoting media training opportunities to CCAF staff.
- Work collaboratively with members of the team to ensure all communication tools meet the needs of the team for all target audiences.
- Provide or facilitate training where necessary.

#### CCAF website

- Be the central point of contact for content development on the Centre's website and work closely with Business School teams.

#### Planning and organising

- Support the research team in managing own workload and prioritise where resource clashes may occur.
- Provide input for internal resource planning.
- Provide appropriate support with physical and virtual events.

#### Managing people

- Effectively manage and provide appropriate support to any intern resource.

#### The person

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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:

- Degree level qualification/Level 6 vocational qualification.
- Proven communications experience and expertise.
- Expertise in stakeholder engagement.

- Experience of bespoke data analysis and report writing.
- Familiarity and experience in using traditional and new media to develop effective communications.
- Experience in event organising.
- Good understanding of social networking tools and their application.
- Excellent editorial, proofreading and writing skills.
- Good understanding of data management and confidentiality.
- Demonstratable highly specialised knowledge of communications, involving a critical understanding of relevant theory and/or principles outside of the immediate specialism.
- Presentation skills.
- Proven track record in engaging with varied audiences.
- Experience of managing own workload.
- Administrative skills to manage project/s including financial management.
- Experience with strategy development and implementation desirable.

## Benefits

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This is a full-time position working 37 hours per week. There will be a six-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £41,421-£55,295 per annum.

### **This is a fixed term appointment for one year in the first instance.**

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](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 23 February 2025..**

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 by email on [p.hudson@jbs.cam.ac.uk](mailto:p.hudson@jbs.cam.ac.uk).