

School Communications Manager

The School of Arts and Humanities

Closing Date: Friday 21st March 2025

Job Reference: GA45050



School Communications Manager

Salary:

£41,421-£55,295

Contract:

Permanent, but limited by funding

Location:

Central Cambridge

Department:

School of Arts and Humanities

Working pattern:

Full-time

The University of Cambridge has a Hybrid Working Policy that aims to enable as many staff as possible to work in a hybrid way if they so wish, whilst recognising that some roles will include tasks that can only be performed on University premises.

Role Summary

The School of Arts and Humanities is seeking to appoint a full-time School Communications Manager to support the delivery of its strategic vision.

The role, which is based in the School Office and reports to the School Secretary, is a new opportunity for a skilled individual to develop and deliver strategic communications for the School and its institutions, in order to:

- raise their profile and showcase research activity and impact;
- promote teaching programmes and publicise academic activities and scholarship to engage diverse audiences and stakeholders.

The School Communications Manager will be expected to take forward and develop the School's overall communications strategy. Priorities already identified for external and internal communications include:

External communications: promotion of research activity and impact; promotion of academic activities and scholarship; promotion of key strategic projects and developing and implementing an online and digital content strategy.

Internal communications: creating a consistent editorial strategy and effective delivery of priority communications across the School and its institutions; co-ordinating and advising on content development on institutional websites; providing general strategic advice and support on institutional communication.

We will also expect the role-holder to develop and maintain a comms network across the School.

Main Responsibilities

1. Responsible for the development of school, Faculty and other institutional external and internal communications and content management strategy. Work with the Heads of Institutions in creating a consistent editorial strategy and effective delivery of priority messages across all print and e-communications, create compelling and engaging content in line with agreed strategic goals and objectives.
2. Work collaboratively with colleagues in the School and its institutions to ensure all communications tools are being identified and utilised to meet the needs of these institutions and their diverse target audiences. Provide practical support that realises the specific campaign communications goals developed within the School. Be the central point of contact for content development on institutional websites and advise on communications strategy, policy and wider practice.



School Communications Manager

Main duties and responsibilities:

3. Produce and manage the development of new content and revisions to existing content. Keep target audiences informed about the developments within the School/ University. Develop and implement a coherent and online and digital content strategy, including social media, and advise on new platforms, to ensure the strategy is workable and responsive to evolving audience needs. Work collaboratively with the Office of External Affairs and Communications to align with the wider goals of the University, ensure consistency of messaging, promote research and other activities within the School, and help manage potential reputational issues.
4. Establish and lead a network with others working in communications across the School, and join comms networks as appropriate across the wider University (e.g. other Schools and central offices such as OEAC, ROO and CUDAR).
5. Manage and develop relationships with editors, advertising contractors, and others to deliver the production of printed materials to support engagement activities and objectives. Ensure rigorous adherence to high editorial and design standards in all communications and the correct use of the University's brand.
6. Collaborate with colleagues responsible for research strategy (including REF preparations) at Faculty, school and University level, advising on approach to enhance appropriate communications. Help to manage communications resource across School for REF preparations, in consultation with ROO and AHSS Research Strategy Manager. Collaborate with colleagues to develop communications which enhance and embed Research Culture more broadly and work in support of Faculty/School/University initiatives in this space.
7. Collaborate with colleagues responsible for alumni and supporter engagement strategy. Ensure an effective and coordinated strategy exists and is implemented, advise and collaborate with other development and alumni staff on communications strategy to develop and maintain engagement with the University wider alumni relations and communications teams.
8. Identify ways to maximise the functionality of online communications and improve user experience. Report defects and recommend improvements. Identify opportunities to use the product to support engagement objectives, liaise with Collegiate Cambridge users and support further implementations as necessary, assist in the investigation of options for other systems.
9. Develop an effective and appropriate strategy for the use of current social media and digital communications channels (Facebook, X, LinkedIn, YouTube), research and assess the suitability of new digital channels as they evolve, obtain, analyse and report on social media analytics using appropriate tools.
10. Provide expertise and evidence to support the use of day-to-day digital communications across the School's institutions, 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.
11. Develop and implement a process to systematically review and refresh all digital content across the School, give 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.

Person specification

	Essential	Desirable
Education		
Degree level/Level 6 vocational qualifications or equivalent level of practical experience	✓	
Skills		
Good understanding of social networking tools and their application	✓	
Excellent editorial, proofreading and writing skills	✓	
Good understanding of data management and confidentiality	✓	
Demonstrate highly specialised knowledge of communications, involving a critical understanding of relevant theory and/or principles outside of the immediate specialism	✓	
An understanding of how large public sector organisations		✓
Experience		
Proven communications experience and expertise	✓	
Expertise and experience in search engine optimisation and content optimisation	✓	
Experience of bespoke data analysis and report	✓	
Familiarity and experience in using traditional and new media to develop effective	✓	

The School of Arts and Humanities



The School of Arts and Humanities is one of six schools in the University and it is currently comprised of:

- Faculty of Asian and Middle Eastern Studies
- Faculty of Architecture and History of Art
- Faculty of Classics
- Faculty of Divinity
- Faculty of English
- Faculty of Modern and Medieval Languages and Linguistics
- Faculty of Music
- Faculty of Philosophy
- Centre for Research in the Arts, Social Sciences and Humanities
- University of Cambridge Language Centre
- Institute for Technology and Humanity

Combined, these institutions have a total annual budget in excess of £45million, 700 staff and 3,500 students. The School has recently agreed a new strategic plan, which sets out its overarching vision and objectives.

Vision

The Strategic Vision of the School of Arts and Humanities is to retain its position in the world top five. We see this not as a simple metric but as a challenge for which we must foster a culture and practice of openness: to countries and traditions around the globe, to major themes, to new ways of teaching, to diversity in our student intake and staff recruitment, to inclusiveness in our career development, and to the breaking down of structures that prevent us achieving the ambitious goals we set ourselves.

Terms of appointment

Tenure and probation

This appointment is for 5 years in the first instance, as this post relies on the availability of finite funds for a specific purpose that are not part of the University's general revenues.

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 at 37 hours per week, working Monday – Friday. We welcome applications from individuals who wish to be considered for part-time working or other flexible working arrangements.

Pension

You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a defined benefits pension scheme. For further information please visit:

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.

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 Schools HR team who are responsible for recruitment to this position on sahhr@admin.cam.ac.uk.

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



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.

We offer 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.

Equality & diversity

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's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a new science and technology campus to the west of the city centre, and is now expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our 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 we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.



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 staff with the costs of relocating to Cambridge.

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 by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Please upload a CV and Covering Letter as part of your application.

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: Ben Warn, Secretary of the School of Arts and Humanities on ben.warn@admin.cam.ac.uk.

If you have any queries regarding the application process, please contact the School HR Team on sahhr@admin.cam.ac.uk.

The closing date for applications is midnight (GMT) on Friday 21 March 2025.

Please quote reference GA45050 on your application and in any correspondence about this vacancy.

