



# Careers in Development and Alumni Relations



## Letter From Esme Wilks



### Dear Prospective Candidate,

**Thank you for your interest in the position of Communications Assistant. I am delighted that you are interested in this vital role.**

Our office is a dynamic and friendly place to work. In our team we work collaboratively, support each other, always look for creative solutions, and use our professional communications skills to support the academic mission of the University through fundraising and alumni engagement.

The Communications Assistant supports the whole team. It is an entry-level role that will introduce you to a whole range of skills and experience: internal and external communications, website editing and development, social media planning and content creation, philanthropic and impact writing, marketing for events and much more. The team covers a lot of areas, working with fundraisers, alumni engagement colleagues, recruitment and HR to produce high quality communications and marketing materials, making this an ideal role for someone who is looking to start their career in communications.

A key skill needed for this role is enthusiasm to learn and an interest in communications and marketing. Communications experience is not a prerequisite as training in all areas will be provided, but I am looking for someone who is creative and organised.

The responsibilities of the Communications Assistant are to create and schedule content across our various digital platforms (websites, social media and newsletters), and analyse how it performs so we can improve what we produce. They will also edit our websites, support internal communications within the Development and Alumni Relations office and provide administrative support for the team. This is a great time to join the team as we have some exciting projects starting soon, and the Communications Assistant would play a big part in making them happen.

Crucially, we are looking for someone who will be a part of the department's 2030 ambition of being the best advancement team in the UK, and who is excited about being an integral part of planning what comes next for philanthropy at Cambridge. Communications plays an important role in philanthropy and having the right person in this role will allow us to achieve our ambitions. You will be working for a world-renowned institution that delivers transformational research on a global scale.

If this sounds like you, I hope to hear you will consider applying. There is enormous potential here and we are all excited and motivated for what comes next!

Best wishes,

**Esme Wilks**  
**Head of Advancement Communications**

# The Position



An effective communications function is key to the success of the University's alumni engagement and fundraising programmes. The advancement communications team manages six workstreams designed to inform, inspire and engage alumni, donor and internal audiences through a variety of channels. The work of the team has grown and developed over the past year to support the work of the office: increased production of externally facing content, the expansion of internal communications, more planning and analysis and a stronger focus on marketing, to name a few.

To realise the department's 2030 ambition of being the best advancement team in the UK, and as the department continues to grow, it is now vital that we build greater awareness and understanding of philanthropy and adopt communications best practice throughout all our work.

The Communications Assistant will support the work of the Advancement Communications team in the Development and Alumni Relations Office by creating and enhancing communications aimed at engaging the University's alumni network and philanthropic audiences, as well as communications for colleagues. They coordinate the team's activities and own projects that add strategic value to the team and more widely.

The post holder works closely with colleagues from across the Development and Alumni Relations office, College communications and alumni engagement teams and the Office of External Affairs and Communications.



# About Development and Alumni Relations



We are a friendly, engaging and energetic Development and Alumni Relations team who work hard to deliver on the University of Cambridge's significant potential. Although the name and reputation of Cambridge are known worldwide, you will find it a down-to-earth and welcoming place to work where your experience will be recognised and valued.

For more than 800 years, the University of Cambridge has championed brilliant minds, facilitated collaboration, and encouraged the development of world-changing ideas that have given birth to breakthroughs across virtually every academic discipline.

These advances are made possible in large part through Cambridge's history of commitment to success in fundraising. Philanthropy has long been key to enabling the collegiate University to meet its mission of contributing to society through the pursuit of education, learning and research at the highest international levels – and, as funding for higher education grows more and more challenging, philanthropy has never been more important than it is today.

The University continues to invest significantly in Development and Alumni Relations, recognising philanthropy as a fundamental pillar of our long-term success. As highlighted in the [Vice-Chancellor's annual address](#), philanthropy is not just a support function - it is embedded in the University's core strategy, shaping critical decisions and driving transformative initiatives, such as student support. This commitment positions us to lead the sector in innovative and forward-thinking approaches to fundraising, ensuring we continue to make a lasting impact on education and research.



# The Development and Alumni Relations Office

**The University of Cambridge Development and Alumni Relations office is responsible for fundraising and alumni and supporter engagement.**

We raise major philanthropic gifts from alumni and non-alumni sources, encourage lifelong relationships between the University, its alumni and supporters, and ensure that the worldwide community of more than 320,000+ alumni is informed about developments within the University and equipped to be effective ambassadors and advocates.

Cambridge in America (CAm) is the fundraising and alumni and supporter engagement arm for Collegiate Cambridge in the most developed philanthropic market globally, the United States of America. [Find out more about CAm.](#)

The Development and Alumni Relations office and CAm work with each other and their advancement counterparts in the 31 Colleges to maximise the philanthropic opportunities for the Collegiate University. [Read more about Cambridge University and its structure.](#)

## Our campaign

It's an exciting time to join our team as we build on our successfully concluded "Dear World, Yours Cambridge" fundraising campaign. The momentum created by the campaign is unique and we are investing now in the team that will build on our progress and take us into the future.

With plans underway for our next major fundraising campaign, set to launch in two years, you'll have the opportunity to work on innovative joint gift opportunities and initiatives, particularly in education and student support.

By collaborating closely with our Colleges, you'll contribute to a campaign that makes a lasting impact on our students and the University community. [Read more about the campaign's impact.](#)

## About us

With more than 140 staff members, Development and Alumni Relations is a lively, collaborative and stimulating place to work. We enjoy each other's company and make time to have fun, whether with baking competitions, book clubs or fundraising for local Cambridge charities - to name just a few.

We understand that our progress is assured when we work collaboratively. We come from many different backgrounds and nationalities, and we know the positive contribution that difference, diversity, and mutual understanding bring to our workforce.

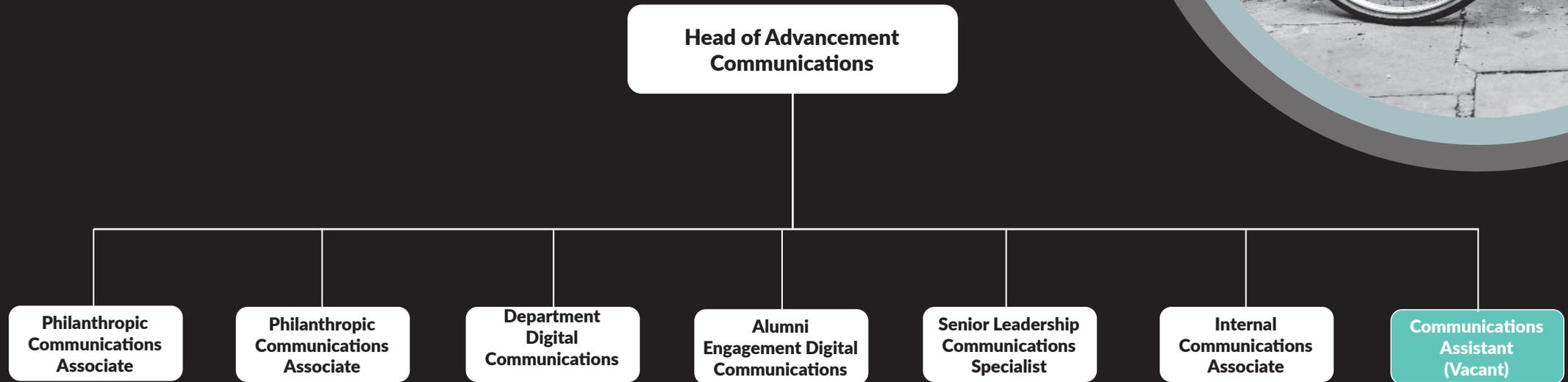
We are proud of our Major Gift Officer Learning Series - a bespoke fundraising curriculum based on research-inspired best practice in the fundraising industry, an exciting and career-building development and learning programme for staff.

[Find out more about us.](#)

We aim to be values-focused and our Peer Recognition Initiative recognises individual members of staff each month who have demonstrated at least one of our five Values - Collaboration, Accountability, Respect, Passion and Excellence. [Read more about our mission, vision and values.](#)

# Organisational Chart

## Advancement Communications



# Job Description

## Key Duties and Responsibilities



### Social media creation and reporting

- Assist in developing digital communication strategies that align with fundraising and alumni engagement priorities. This will include helping to manage social media accounts (Facebook, Instagram, LinkedIn, X).
- Draft, create and schedule content (text, images, video) using Canva and social media scheduling apps.
- Monitor and analyse digital performance metrics, reporting on analytics; and reviewing stakeholder channels, including Colleges and University departments.
- Responding to online enquiries and engage with the University's digital community.

### Website

- Support the management and editing of 2 University websites. This will include: sourcing images for news/website articles, helping in the creation and management of online giving pages, working with the Gifts and Data team and the creation of simple pages and editing existing pages.



### Digital collaboration and planning

- Feed into the Team thematic calendar, researching world/national awareness days and weeks to tie content to, and other strategic priorities, collaborating with various teams in the office and internal stakeholders, including Events, Donor Relations, and Cambridge in America, to ensure we are delivering cohesive, effective communications.

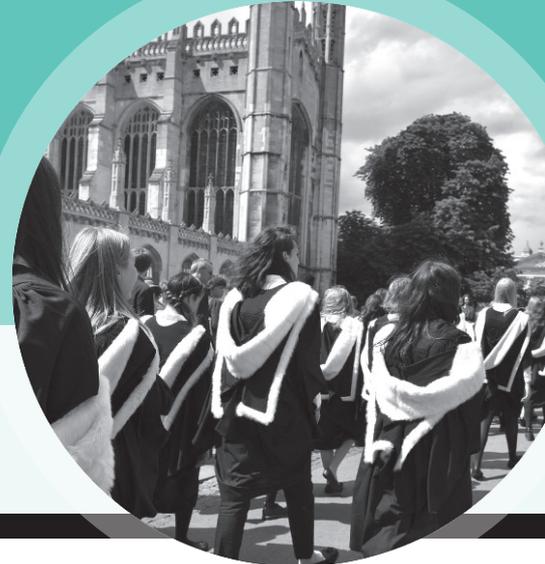
### Marketing and emails

- Using the University email marketing software Dotdigital to support and create content for various development and alumni newsletters, including the 'Events Bulletin', 'Clubs and Societies' emails and the monthly alumni e-news.
- Other ad-hoc event duties as required.

### Administration

- This role will act as administrator for the Advancement Communications team, supporting some administrative tasks. This will include maintaining the department image library, monitoring team shared inboxes and Google alerts, and managing subscriptions to comms platforms/apps.

# Person Specification



## Education and qualifications

- Educated to HND, HNC, level 4/5 vocational qualification or equivalent level of practical experience.
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## Relevant experience

- Some experience in drafting or creating content for social media platforms and digital communication tools, such as re-sizing images or drafting a post to encourage a follower to click on a link.
- Some experience with design tools such as Canva, or willingness to learn.
- Experience with email marketing platforms.

## Specialist knowledge and skills

- Ability to work effectively within a team.
  - Excellent organisation skills and ability to prioritise workload.
  - Ability to work independently and meet deadlines.
  - Strong written and verbal communication skills.
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## Additional Requirements

- Experience of organising time to be able to deliver multiple tasks with different deadlines.
- Knowledge of website editing (training will be given).
- Video editing and production skills.
- Familiarity with the higher education sector.

# Terms and Conditions



## Location

1 Quayside Bridge Street  
Cambridge CB5 8AB

We practise a hybrid working model and the successful candidate will be expected to be in the office for a minimum of two days a week.

This role will be granted the opportunity to work from home regularly but must be able to commute to Cambridge University on a flexible weekly schedule based upon business needs. This schedule is based on agreed upon guidelines of the department of work. Cambridge University Development and Alumni Relations reserves the right to change remote work status with notice to employees.

## Salary

Grade 4, £26,942 - £30,805 per annum.

New staff are usually appointed at the lower end of the salary band. The salary scale has been shown to indicate future salary progression to the top of Grade 4.

## Hours of work

36.5 hours per week.

## Length of appointment

Permanent

## Probation period

6 months

## Annual leave

36 days including Bank Holidays, this includes fixed periods at Christmas when the Department/Office will be closed. The period for calculating entitlement to annual leave in any particular year is the academic year i.e. 1 October to 30 September.

## Pension eligibility

You will automatically be enrolled to the Cambridge University Assistants Contributory Pension scheme. Details are available on the University web pages.

[Find out more about CPS.](#)

It is a legal requirement for the University to automatically enrol its eligible jobholders into a qualifying workplace pension scheme.

[Read more about the automatic enrolment.](#)

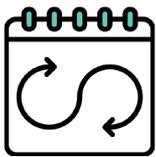
## Retirement age

The University does not operate a retirement age for assistant staff/research staff/unestablished academic staff/unestablished academic-related staff BUT for established academic and academic-related staff, the University operates a retirement age which is at the end of the academic year in which the University officer reaches the age of 69.

## Pre-employment checks

The University has a legal responsibility to ensure that you have the right to work in the UK. If you do not have the right to work in the UK already, any offer of employment made to you will be conditional upon you gaining it. [Read more on our Right to Work checks.](#)

# Employee Benefits



## Flexible Working

We understand that achieving the right work-life balance is essential. That's why we offer flexible working, including remote work and adaptable hours, allowing you to structure your work in a way that suits your lifestyle. Whether you need to start earlier, finish later, or work from home when needed, we're committed to giving you the flexibility to be at your best both professionally and personally.

[Find out more](#)

## Personal and professional development

Access the thriving academia at the heart of Cambridge. Attend lectures and seminars, enjoy substantial course discounts from our Language Centre and Institute for Continuing Education as well as free access to LinkedIn Learning.

[Find out more](#)



## Discounts

Our shopping discounts scheme CAMbens offers discounts at more than 1000 retailers. Enjoy discounted membership at one of the best gyms in Cambridge, at our University Sports Centre. Get discounts on a new bike or travel by train with discounted season tickets.

[Find out more](#)

## Salary progression

Our salary progression provides financial rewards to employees who demonstrate exceptional performance. This could be a one-off payment or an increase in your salary, reflecting your valuable contribution to our community.

[Find out more](#)



## Childcare and parental support

A dedicated childcare office and four workplace nurseries are available to all staff. In addition, generous maternity and dependent leave policies make balancing work and family life effortless.

[Find out more](#)

## Relocation support

With financial assistance for Visa applications, support in finding and securing accommodation, and help to offset your travelling and removal costs, we aim to make your transition into Cambridge straightforward..

[Find out more](#)



## Health and Wellbeing

Stay healthy with extensive general & medical healthcare insurance for you and your dependents. In addition, dedicated counselling, chaplaincy and occupational health services ensure you can keep performing at your best.

[Find out more](#)

## Generous pension plans

Benefit from monthly employer pension contributions of up to 21.1% of your salary and receive a one-off cash sum worth three times the gross value of your pension when you retire.

[Find out more](#)



# University of Cambridge



## Equality, Diversity & 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. [Read more about equality and diversity here.](#)

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. 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.

[More information for disabled applicants is available.](#)

You are encouraged to declare any disability that you may have, and any reasonable adjustments that you may require, when applying for the role. This will enable the University to accommodate your needs throughout the process as required. Applicants and employees may, however, declare a disability at any time.

## Sustainability

The University of Cambridge is at the forefront of addressing global environmental challenges through its ambitious Environmental Sustainability Vision. We are committed to making a positive impact through outstanding environmental performance, aspiring to be carbon neutral from energy use by 2050.

Our comprehensive strategy encompasses energy and water conservation, waste reduction, sustainable procurement, and biodiversity protection. The University not only implements these practices across its operations but also integrates sustainability into its world-class research and teaching.

As a member of our community, you will have the opportunity to contribute to and benefit from our multifaceted approach to sustainability. From participating in our award-winning Green Impact program to utilising our Living Laboratory for Sustainability, you will be part of an institution that values innovation in environmental stewardship. Our commitment extends beyond our campus, as we collaborate with local, national, and international partners to drive positive change. Read more on [Environmental Sustainability Vision, Policy and Strategy.](#)



# Next Steps

## How to Apply

To apply for this vacancy, please visit the University's job opportunities page. [Apply for this role and read more.](#) There you will need to click 'Apply Online' and register an account with the University's web recruitment system.

The closing date for this position is the **9th of April 2025.**

First round interviews for this position are anticipated to take place on the **24th of April 2025.**

## What to expect...

1

Once you have submitted your application, it will then be reviewed in detail by the hiring manager after the closing date.



If your application is successful, we'll contact you to let you know what you can expect from the process and arrange your interview.

2

3

If you are invited for an interview, we will ask you to join us at our office. This will be a great opportunity for us to get to know you better and for you to see our vibrant work environment and get a feel for what makes this location so special. There will also be a task to complete prior to attending the interview.



We will be in touch with our successful candidate and an offer letter will be sent and you can expect to receive a copy of your contract before you join us.

4

## Questions?

**Samirah Hussain**, Talent Acquisition Administrator, will be your contact throughout this recruitment process, so if you have any questions, please let her know via email at

**[Samirah.Hussain@admin.cam.ac.uk](mailto:Samirah.Hussain@admin.cam.ac.uk)**

