

## **Communications Editor (2 days a week)** **IfM Education and Consultancy Services (IfM ECS)**

IfM ECS works with companies, policymakers and other universities to put new ideas coming out of the Institute for Manufacturing into practice. We do this through consultancy, executive and professional education, events and open courses.

We are currently looking for someone who can generate high-quality content to raise awareness of the IfM and IfM ECS.

The Communications Editor will work with the Marketing and Communications team to:

- **Build the reputation of IfM and IfM ECS** by developing and implementing a marketing communications strategy.
- **Generate opportunities for IfM ECS** consultancy, executive and professional education, open courses and events;
- **Support marcomms activities throughout the IfM and IfM ECS.**

### **Role Summary**

To help realise the above team aims, the Communications Editor will:

### **Content generation**

- Develop high quality content to position IfM as a thought leader and raise awareness of IfM activities and achievements
- Create marketing collateral to support IfM and Research Centre activities such as Annual Report, Newsletters and posters

### **Reporting and Support**

The Communications Editor:

- Reports to the Marketing and Communications Manager
- Works with the Communications Officer and Marketing Officer

### **The Marketing and Communications Team**

The Communications Editor will be employed by IfM Education and Consultancy Services in the Marketing and Communications Team, based in the Institute for Manufacturing, Alan Reece Building, Charles Babbage Road, Cambridge.

We communicate with companies ranging from multinationals to start-ups, policymakers and other universities, in the UK and internationally.

### **Skills and attributes**

Ability to quickly develop a broad understanding of IfM research themes and customer (Industry and government) needs

Networking skills – ability to develop good working relationships across ECS and IfM and particularly with IfM academics

Writing to a very high standard: able to turn research outputs into practitioner-friendly thought leadership content

Print design experience useful

Some experience of developing videos/podcasts/infographics would be excellent

	<b>Aims</b>	<b>Activities and outputs</b>	<b>Time</b>
	<p><b>Content generation</b></p> <ul style="list-style-type: none"> <li>Develop high quality content (thought leadership articles, videos, podcasts, newsletters) to build and enhance the reputation of IfM and ECS, and to generate enquiries.</li> </ul>	<p><b>Working with the Marketing and Communications Manager to develop a series of thought leadership materials and IfM/research based collateral, including:</b></p> <ol style="list-style-type: none"> <li>Thought leadership articles, infographics and work with researchers to develop content for videos, podcasts</li> <li>Research centre newsletters</li> <li>Posters</li> <li>Annual report</li> </ol>	70%
	<p><b>Publications</b></p> <ul style="list-style-type: none"> <li>Work with Research Centres to publish guides and reports based on their research</li> <li>Leverage the IfM backlist</li> </ul>	<ol style="list-style-type: none"> <li>Manage the ongoing development of IfM publications e.g. research centre Practice Guides</li> <li>Develop the IfM publications backlist into resources</li> </ol>	30%