

## Marketing & Communications Assistant (Part-time 20 hours a week)

### IfM Education and Consultancy Services Ltd (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 looking for an enthusiastic and pro-active person to support our small marketing communications team. This is a great opportunity for someone who has experience in a marketing or comms role and who really enjoys creating content and developing social media channels.

The Marketing & Communications Assistant 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, including internal communications**

#### Role Summary

To help realise the above team aims, the Marketing & Communications Assistant will:

Help write, edit and produce news stories and case studies for the IfM's website and share them through social media channels. You will also produce a number of print and digital newsletters for both internal and external audiences.

We also produce videos and podcasts from time to time so being able to use basic software editing would be helpful. You will also support our marketing activities by helping to maintain our CRM system, monitor and evaluate our digital communications, and generally help with tasks to support the wider marketing and communications team.

Key activities will include:

#### 1. Website

- Writing news stories and case studies
- Creating pages and editing images for the website using our content management system
- Helping arrange podcasts and videos for the website, and doing simple editing
- Helping with SEO
- Producing regular website stats using Google Analytics
- Helping academic colleagues use the CMS to maintain their webpages

#### 2. Newsletters

- Creating regular email newsletters in MailChimp and print newsletters in InDesign.

#### 3. Social media

- Helping to keep our social media presence up-to-date and engaging to our key audience on LinkedIn, Twitter, Facebook, and YouTube
- Helping with social media monitoring and analysis

#### 4. Customer database

- Help to maintain and enrich our customer database

#### 5. Team support

- To support wider communications activity across the communications department when required. This may include administrative tasks and buying services from printers or mailing houses.

### Reporting and Support

This role:

- Reports to the Marketing and Communications Manager
- Works with the Marketing Officer and Communications Editor and in collaboration with the Events team.

### The Marketing and Communications Team

The Marketing Officer 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.

### Knowledge, skills and attributes

Criteria	Standard	Essential/desirable
Qualifications	Relevant degree or equivalent experience in marketing and communications	E
Demonstrable experience	Creating accurate and engaging content such as newsletters in digital and print formats	E
	Using social media	E
	Video/podcast editing	D
	Good attention to detail	E
Knowledge	Using a CRM database (Sugar)	D
	Using a CMS for web	E
	Using Windows & Microsoft packages	E
	Understanding SEO	D
	Adobe InDesign, Photoshop, MailChimp	E
	SurveyMonkey, Google Analytics	D
Skills	Excellent writing skills	E
	Good attention to detail	E
	Enthusiasm for learning new things	E
	Strong administrative skills and a methodical approach to handling tasks and meeting deadlines	E
	Working closely with others in a team	E
	The ability to prioritise and manage own workload	E

	<b>Aims</b>	<b>Activities and outputs</b>	<b>Time</b>
	Raising awareness of IfM and ECS through website by creating engaging and relevant content/supporting SEO/monitoring web usage to drive future improvements	<ol style="list-style-type: none"> <li>1. Creating pages by writing content and editing images for the website using our content management system</li> <li>2. Helping arrange podcasts and videos for the website, and doing simple editing</li> <li>3. Helping with SEO</li> <li>4. Producing regular website stats using Google Analytics</li> <li>5. Helping academic colleagues use the CMS to maintain their webpages</li> </ol>	25%
	Producing newsletters to keep us front of mind with key external audiences and support internal communications	<ol style="list-style-type: none"> <li>1. Creating regular email newsletters in MailChimp and print newsletters in InDesign.</li> </ol>	25%
	Raising awareness of IfM/ECS through social media	<ol style="list-style-type: none"> <li>1. Helping to keep our social media presence up-to-date and engaging to our key audience on LinkedIn, Twitter, Facebook, and YouTube</li> <li>2. Helping with social media monitoring and analysis</li> </ol>	25%
	Support marketing activity and lead generation by helping to administer/improve data on customer database	<ol style="list-style-type: none"> <li>1. Help to maintain and enrich our customer database and run mailing lists and reports from it</li> </ol>	10%
	To support wider communications activity across the communications department when required...	<ol style="list-style-type: none"> <li>1. This may include administrative tasks and buying services from printers or mailing houses</li> </ol>	15%