

Communications and Marketing Officer

IfM Education and Consultancy Services (IfM ECS)

Approximately 6 Month maternity cover starting in August 2013

Applications are invited from experienced communications professionals to fill the role of Communications and Marketing Officer for IfM ECS starting in August 2013 for approximately six month's maternity cover.

For the right candidate, the role offers an excellent opportunity to develop your skills across a broad range of marketing communications, from the management of press activities to delivering effective direct marketing communications including web optimisation and social media channels. The role also presents the opportunity to support the dissemination of the research and education outputs generated by a leading academic institution.

IfM ECS disseminates the research and education outputs of the University of Cambridge's Institute for Manufacturing (IfM). It is also responsible for ideaSpace which it manages on behalf of the University.

Role Summary

The Communications and Marketing Officer's primary responsibility will be to take charge of all press and media activity, promoting IfM, IfM ECS and ideaSpace. The post-holder will also execute marketing and communication campaigns to reach IfM, IfM ECS and ideaSpace target audiences.

Press and media - manage the press and media communications plan, including: developing and maintaining relationships with key publications and journalists; developing appropriate materials and resources to engage with the press and media; developing and responding to press and media communications opportunities with appropriate content and spokespeople.

Direct communications - undertake direct communications programmes, including: newsletters and direct marketing campaigns; database management; and sales support materials.

Web and social media - undertake web and social media communications activities, including: web content generation, search engine optimisation, use of podcasts/videos and related tools; use of social media (mainly LinkedIn).

About you

- Educated to degree level with the confidence and ability to deal with and communicate complex topics to senior industrialists, policy makers, managers and professionals, as well as students and the general public.
- Minimum three to five years in a journalism or a public relations role with additional experience in marketing communications.
- Experience in managing and implementing communications campaigns, including the effective use of social media
- Experience of communicating complex issues to a wide range of audiences.
- Excellent interpersonal skills to work with a large number of stakeholders; experience of developing positive, trusting relationships with internal and external stakeholders.
- Some understanding of the following are desirable:
 - Industry, technology, economics, business and management topics.
 - Universities; knowledge / technology transfer
- Desirable software skills using InDesign and/or Photoshop.

Reporting and Support

The Communications and Marketing Officer will:

- Report to the Marketing Manager
- Work in conjunction with the Senior Communications Editor who will originate written materials, such as reports, publications, and provide support for press communications
- Be supported by the Events and Marketing Administrator

The Communications and Marketing Team

The Communications and Marketing Officer will be employed by IfM Education and Consultancy Services Limited in the Marketing Team, based at the Institute for Manufacturing, 17 Charles Babbage Road, Cambridge.

The Communications and Marketing Team is responsible for the marketing and communications of:

- Institute for Manufacturing (IfM) www.ifm.eng.cam.ac.uk
- IfM Education and Consultancy Services (ECS) www.ifm.eng.cam.ac.uk/services/
- ideaSpace www.ideaspace.cam.ac.uk/

These target audiences span companies (from multinationals to SMEs to early-stage ventures); government policy makers and business support agencies; students and potential students; the wider University of Cambridge and other academic institutions and the media.

The IfM, ECS and ideaSpace offer a portfolio of services to many of their target audiences. For example, multinational companies are offered opportunities to engage with:

- IfM in research as case examples or sponsors; in award-bearing education via site visits and student projects; and in recruitment of IfM graduates
- IfM ECS: in consultancy spanning fields such as innovation and technology management, global operations networks and service-based business models; in executive education; in the IfM Membership scheme; and to attend conferences, symposia and open courses
- ideaSpace: in the development of new business ventures by basing innovation teams in the ideaSpace co-working facility

Salary

Up-to £30,000 p.a.

Application

Please send your CV and covering letter by **7 June, 2013** to:

Kate Willsher
Business Projects & Office Manager
IfM Education and Consultancy Services Limited
Institute for Manufacturing
Alan Reece Building
17 Charles Babbage Road
Cambridge CB3 0FS

Email: kew54@cam.ac.uk Tel: 01223 766141.

About the Institute for Manufacturing (IfM)

"Combining intellectual rigour with real-world relevance, the IfM has developed an integrated community of academics, students and industrialists with a shared passion for modern manufacturing."

Professor Sir Mike Gregory, Head of IfM

The Institute for Manufacturing (IfM) is the public face of the Department of Engineering's Manufacturing and Management Division. The IfM takes a distinctive, cross-disciplinary approach, bringing together expertise in management, technology and policy to address the full spectrum of industrial issues. The IfM's activities take place within an unusual structure that integrates research and education with practical application in industry, via a university-owned company, IfM Education and Consultancy Services Ltd.

IfM research is undertaken in close collaboration with companies, ensuring its relevance to industrial needs and the rapid dissemination of new ideas and approaches. It aims to develop practical solutions to current industrial issues and covers all areas from understanding markets and technologies, through product and process design to operations, distribution and related services.

Research is clustered into a number of research centres. Particular areas of expertise include industrial and innovation policy; the integration of technology considerations into business decisions; international manufacturing and supply networks; strategy and performance; next-generation inkjet technologies; and industrial photonics. Various interdisciplinary, cross centre programmes have been established to address such issues as service and support engineering, industrial sustainability, emerging industries and high value production.

The IfM is situated in the Alan Reece Building, a purpose-built building on the university's West Cambridge site, which was opened in November 2009.

About IfM Education and Consultancy Services Ltd

The IfM disseminates its research outputs to industry through IfM Education and Consultancy Services Ltd (IfM ECS), which is wholly owned by the University of Cambridge.

IfM ECS conducts education and consultancy based on the IfM outputs; operates a membership scheme to facilitate the sharing of knowledge and experience; and conducts events, short open courses, symposia and conferences.

IfM ECS provides a rapid dissemination route for new ideas and approaches developed by researchers at the IfM. Industrial practitioners, with many years of senior management experience, engage directly with industry, governments and other agencies via consultancy, executive education and events.

Profits from IfM ECS are gifted to the University of Cambridge to fund future research activities.

About ideaSpace

The Cambridge community space for entrepreneurs. ideaSpace is a community of over 100 entrepreneurs developing high impact ventures. With offices in Cambridge's city centre and the University's West Cambridge site, ideaSpace is within walking distance of world-leading researchers, thinkers and innovators.

Criteria	standard	Essential/desirable
Qualifications		
	Educated to first degree level or equivalent experience	E
	Relevant marketing (CIM, CAM) and/or project management qualification	D
Demonstrable experience		
	Minimum three years in journalism or a public relations role with additional experience in marketing communications. Experience in managing and implementing communications campaigns	E
	Experience of communicating complex issues to a wide range of audiences	E
	Experience of developing and implementing social media campaigns	D
Knowledge		
	Some understanding of Industry, technology, economics & management topics	D
	Understanding of universities, knowledge/ technology transfer	D
Skills		
	Attention to detail	E
	Excellent written communications skills	E
	Confidence and ability to communicate complex topics to a wide range of audiences.	E
	Excellent media planning	E
	Strong interpersonal communications skills and an excellent ability to network with appropriate media and press partners	E
	Good presentation skills	D
Personal attributes		
	Self-organised	E
	Accurate	E