Communications Officer
IfM Education and Consultancy Services (IfM ECS)

The Institute for Manufacturing (IfM) is part of the University of Cambridge's Department of Engineering. Our world-leading research aims to help companies develop life-changing products and services, build better businesses, create meaningful jobs, and improve the environment for the future; and to help governments foster innovation and enterprise to deliver social and economic benefits. Our undergraduate and postgraduate education programmes are focused on equipping the manufacturing leaders of the future.

IfM Education and Consultancy Services is the knowledge transfer arm of the IfM, and 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 with excellent writing and editing skills who can generate high-quality content and support the communications strategy of the IfM and IfM ECS.

The Communications Officer will work with the Content and Communications Manager, the Marketing team, and project managers to:

- Support the outreach and communications activities of key research projects
- Manage the production of IfM and IfM ECS content
- Develop and monitor engagement with IfM and IfM ECS target audiences.

This role is employed by IfM ECS, and works with the research community across the whole of the IfM. Salary: circa £30,000 per annum + benefits based on the candidate's skills and experience. This is a full time role (37.5 hours per week), initially a fixed-term contract for 1 year.

Role Summary
To help realise the above team aims, the Communications Officer will:

- Develop the web and communications presence of key research projects and centres
- Support the production and publication of IfM and IfM ECS articles and other content, including writing news articles
- Assist in managing the IfM's social media accounts
- Help to monitor engagement with IfM content
- Assist in setting up presence at external events and promoting research project content to industry including at:
  - Webinars and virtual conferences
  - Face-to-face conferences
  - Regional group meetings
**Reporting and Support**

The Communications Officer:
- Reports to the Content and Communications Manager
- Works with the Marketing team and project managers

**IfM ECS**

The Communications Editor will be employed by IfM Education and Consultancy Services, based in the Institute for Manufacturing, Alan Reece Building, Charles Babbage Road, Cambridge. (We are currently working remotely due to COVID-19.)

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

**Skills and attributes**

**Essential:**
- Writing and editing to a very high standard – ability to work confidently with thought leadership content and target a variety of specialist and non-specialist audiences
- Editor’s eye for detail
- Experience with content management systems and web editing
- Knowledge of social media best practice
- 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, particularly with IfM academics
- Experience coordinating event production and participants
- Self-starter with the ability to manage multiple demands from diverse stakeholders
- Commitment to learning and expanding technical and professional knowledge

**Desirable:**
- Print and web design experience
- Experience of developing videos/podcasts/infographics
- Familiarity with audience analytics
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<th>Aims</th>
<th>Activities and outputs</th>
<th>Time</th>
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| Develop high quality content to build and enhance the reputation of IfM and ECS. | Working with the Content and Communications Manager and relevant project managers to develop high quality, effective and engaging communications by:  
- Writing news stories and thought leadership content  
- Producing and developing video content to support the delivery of key projects, campaigns and our wider communications strategy  
- Acting as the expert proof-reader for communications  
- Designing and coordinating some events and workshops, webinars and virtual conferences, face-to-face conferences and regional group meetings  
- Developing and managing relationships with internal and external stakeholders and suppliers | 60%   |
| Leverage new and existing digital channels to disseminate content     |  
- Developing our social media channels to raise the profile of communications  
- Looking for opportunities to use new channels that will help to raise the profile of the IfM  | 30%   |
| Effectively demonstrate the reach and impact of communications activity  
Use reports to inform future activity and drive improvements in performance of campaigns |  
- Collecting evidence of communications impact  
- Working with the Content and Communications Manager and other relevant project managers to create reports that effectively demonstrate the impact of communications activity | 10%   |

To apply for this role, please send your CV and covering letter to: Alison Martin, Senior Office Administrator, Operations & HR aem91@cam.ac.uk

Closing date: Wednesday 9 December 2020