

Content and Communications Officer – Full time 37.5 hours pw IfM Engage

IfM Engage is part of the Institute for Manufacturing (IfM) at the University of Cambridge. The IfM is home to a dynamic community of experts working to progress research and impact activities to fulfil its mission: **to manufacture a better world.**

Our work develops life-changing products and services, helps build better businesses, creates meaningful jobs, and improves the environment for the future. We also help governments foster innovation and enterprise to deliver social and economic benefits.

The IfM has had 50 years of incredible achievement and we want to continue looking forward, pushing boundaries, and doing new and exciting things. We are looking for a Content and Communications Officer to support this ambition by:

- **Building and enhancing the reputation of IfM and IfM Engage** nationally and internationally by supporting a communications strategy to effectively communicate with key target audiences and actively disseminating content to key audiences;
- **Creating accessible content** which delivers real impact, working closely with researchers to identify appropriate ways to disseminate their research, through a range of delivery approaches including written articles and news items, webinars, events, courses and direct industry engagement; and
- **Developing marketing and communications capabilities across IfM Engage and IfM**

This is a permanent role and is full-time. However, we are open to conversations around flexible working and operate a hybrid working policy. The salary band for this role is £30,713-£37,538 plus a generous benefits package, including healthcare.

Role Summary

To help realise the above aims, the Content and Communications Officer will:

- Develop high quality content to position IfM as a thought leader and raise awareness of IfM/IfM Engage activities and achievement
- Source, write and add news stories and articles to the IfM/IfM Engage websites and proactively distribute these more widely to target audiences
- Collect evidence on the reach and impact of communications activity
- Build excellent relationships with IfM researchers to gain visibility of activities being carried out across the Institute, using this knowledge to create communications that attract interest and engage key audiences with the IfM and IfM Engage
- Provide advice and support to researchers across the IfM on appropriate ways to disseminate their research to increase its reach, visibility and impact
- Work with external contractors including designers and mailing companies as required
- Source, commission and produce images and video content for use in IfM communications
- Develop a social media plan and work with the Marketing and Communications Teams to implement the plan to engage with existing and new target audiences
- Use SEO tools to inform content creation to effectively reach key target audiences
- Report on engagement across key communications channels including social media accounts and the website

Reporting and Support

- Reports to the Content and Communications Manager

- Works closely with the Marketing Team to deliver activities in alignment with the IfM Engage marketing strategy

The Content and Communications Officer will be employed by IfM Engage, based in the Alan Reece Building, Charles Babbage Road, Cambridge.

Skills and attributes

Essential:

- Writing to a very high standard: able to turn research outputs into engaging content
- Demonstrated experience of translating technical / research content for a wider audience
- The ability to quickly gain a broad understanding of IfM research and customer needs
- Relationship building and networking skills – ability to develop good working relationships across IfM Engage and IfM and particularly with academics
- Developing and delivering effective multi-channel communications campaigns
- Experience in delivering public relations and/or corporate communications campaigns
- Self-starter with the ability to manage multiple tasks
- Experience of using social media to engage with target audiences
- Experience of reporting the success of communications activity to key stakeholders
- Commitment to learning and expanding technical and professional knowledge

Desirable:

- Experience of producing other forms of content including videos, podcasts and infographics
- Expertise with editing and publishing software, including Canva or Adobe InDesign and other relevant design packages
- Knowledge of the UK and international policy space and/or industrial innovation
- Knowledge of SEO fundamentals and how to use them to drive website engagement
- Experience of using content management systems

	Aims	Activities and outputs	Time
1.	<p>Content generation</p> <ul style="list-style-type: none"> Develop high quality content (thought leadership articles and news articles) to build and enhance the reputation of IfM and IfM Engage, and to generate enquiries. 	<p>Leading on content creation to develop a series of thought leadership materials and IfM/research-based collateral, e.g.:</p> <ul style="list-style-type: none"> Thought leadership articles, newsletters, infographics, news stories Coordinate and lead meetings with senior researchers at the IfM to generate content ideas Work with researchers to develop content for videos, podcasts etc Act as a proofreader for communications Support academics with communications activities and advice Liaise with external agencies to produce content 	60%
2.	<p>Content dissemination</p> <ul style="list-style-type: none"> Develop a network of media partners to promote content and raise the profile of the IfM Leverage new and existing channels to disseminate content 	<ul style="list-style-type: none"> Deliver effective communications campaigns, creating a schedule of communications activities and deliver activities on time Develop relationships with national, regional and trade media Look for opportunities to use new channels Use social media channels to increase the distribution of communications Upload and reformat content so that it is appropriate to post to the IfM/IfM Engage website (using a content management system). 	30%
3.	<p>Reporting</p> <ul style="list-style-type: none"> Effectively demonstrate the reach and impact of communications activity Use reports to inform future activity 	<ul style="list-style-type: none"> Collect evidence of external communications, reporting on metrics including reach and target audience Communicate the impact of activities internally to key stakeholders across the IfM and IfM Engage 	5%
4.	<p>Publications</p> <ul style="list-style-type: none"> Support on the development and delivery of the IfM's annual publication, the IfM Review Work with Research Centres to publish guides and reports based on their research 	<ul style="list-style-type: none"> Manage and contribute to the ongoing development of IfM publications eg IfM Review 	5%

To apply for this role, please send your CV and covering letter to: Alison Martin, Senior Office Administrator ifm-engage@eng.cam.ac.uk by the closing date of Tuesday 3rd January @ 5pm

Applicants must have the right to work in the UK