

## **Communications Officer – Full time 37.5 hours pw**

### **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 an experienced communications professional, with excellent PR skills, to:

- **Build and enhance reputation of IfM and IfM ECS** nationally and internationally by developing and implementing a marketing communications strategy to effectively communicate with key target audiences, encouraging active engagement from across IfM and IfM ECS.
- **Generate opportunities for IfM** in terms of numbers of students applying for courses, and opportunities for research collaboration; and **for IfM ECS** in terms of consultancy, executive and professional education, open courses and events; **and**
- **Develop marketing and communications capabilities across ECS and IfM** to realise the above aims

### **Role Summary**

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

- Develop high quality content to position IfM as a thought leader and raise awareness of IfM activities and achievements
- Build and nurture a network of contacts across a range of local, regional, national and trade publications
- Collect evidence on the reach and impact of communications activity
- Build excellent relationships with researchers from across the IfM 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 ECS
- Provide advice and support to researchers across the IfM on appropriate ways to disseminate their research to increase its reach, visibility and impact

### **Reporting and Support**

The Communications Officer:

- Reports to the Chief Operations Officer
- Works closely with the Marketing Manager to deliver activities in alignment with the IfM ECS marketing strategy
- Works with the IfM Editorial Board to create a schedule of activities to raise the profile of the IfM and its research

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

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

The Marketing Team is responsible for communicating to and engaging with target audiences spanning industry, government, universities, alumni and the wider University of 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 ECS 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

### Desirable:

- Experience of using social media, including LinkedIn to engage with target audiences
- Experience of producing other forms of content including videos, podcasts and infographics
- Knowledge of SEO fundamentals and how to use them to drive business performance
- Commitment to learning and expanding technical and professional knowledge

	Aims	Activities and outputs	Time
1.	<b>Content generation</b> <ul style="list-style-type: none"> <li>Develop high quality content (thought leadership articles and newsletters) to build and enhance the reputation of IfM and ECS, and to generate enquiries.</li> </ul>	<b>Leading on content creation to develop a series of thought leadership materials and IfM/research based collateral, e.g.:</b> <ul style="list-style-type: none"> <li>Thought leadership articles, newsletters, infographics, news stories</li> <li>Coordinate and lead meetings with senior researchers at the IfM to generate content ideas</li> <li>Work with researchers to develop content for videos, podcasts etc</li> <li>Create communications for the IfM including posters, atrium displays and the annual report</li> <li>Act as the expert proof reader for communications</li> <li>Support the Head of the IfM and academics with communications activities and advice</li> </ul>	60%
2.	<b>Content dissemination</b> <ul style="list-style-type: none"> <li>Develop a network of publications and partners to promote content and raise the profile of the IfM</li> <li>Leverage new and existing channels to disseminate content – for example using LinkedIn blogging functionality</li> </ul>	<ul style="list-style-type: none"> <li>Deliver effective PR campaigns</li> <li>Develop relationships with national, regional and trade publications</li> <li>Create a schedule of communications activities and deliver activities on time</li> <li>Liaise with external agencies to produce content</li> <li>Look for opportunities to use new channels</li> <li>Use key social media channels to increase the distribution of communications</li> <li>Upload and reformat content so that it is appropriate to post to the IfM website (using a content management system).</li> </ul>	30%
3.	<b>Reporting</b> <ul style="list-style-type: none"> <li>Effectively demonstrate the reach and impact of communications activity</li> <li>Use reports to inform future activity</li> </ul>	<ul style="list-style-type: none"> <li>Work with the Chief Operations Officer and Marketing communications team to create monthly and annual reports that effectively demonstrate the reach and impact of communications activity</li> <li>Collect evidence of external communications, reporting on metrics including reach and target audience</li> <li>Communicate the impact of activities internally to key stakeholders across the IfM and IfM ECS</li> </ul>	5%
4.	<b>Publications</b> <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>	<ul style="list-style-type: none"> <li>Manage the ongoing development of IfM publications eg CTM Practice Guides</li> <li>Develop the IfM backlist into resources</li> </ul>	5%