Communications and Content Manager

IfM Education and Consultancy Services Limited (IfM ECS), Institute for Manufacturing, University of Cambridge

The Institute for Manufacturing is part of the University of Cambridge's Department of Engineering. The IfM's activities span research, education and practice. 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 ECS works with companies, policymakers and other universities to put new ideas coming out of the Institute for Manufacturing into practice.

We are currently looking for an experienced communications professional, with excellent PR skills, to:

- **Build and enhance the reputation of IfM and IfM ECS** nationally and internationally through development and delivery of a targeted PR and communications strategy.
- **Create 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 content, podcasts, webinars, events, courses or direct industry engagement.
- **Provide professional advice and support** to researchers on developing their own communications output, and support the development of increased communications capabilities across ECS and the IfM.

This role is employed by ECS, and works with the research community across the whole of the IfM.

This is a permanent role, full time (37.5 hours per week). Salary: circa £40,000 per annum + benefits based on the candidate's skills and experience

**Role Summary**

- Develop high quality content to position the IfM as a thought leader and raise awareness of IfM activities and achievements.
- Disseminate content through relevant IfM channels including the website, social media and email.
- Act as editor for the IfM's flagship publication, the IfM Review.
- Develop relationships with press contacts and editors in key external media channels. Manage external press coverage, including by working with the University's Office of External Affairs and Communications on reaching or responding to wider networks of media contacts when appropriate.
- Build excellent relationships with researchers from across the IfM to gain visibility of activities being carried out across the Institute.
- Support researchers with gaining profile through appropriate opportunities such as speaking at events, media interviews, etc.
- Work with the ECS marketing team on using communications output to support ECS activities, and to produce ECS-focused content.
- Help researchers to identify the best ways to create impact from their research signposting to other parts of the ECS team if appropriate (consultancy, executive education and events teams).
- Curate and structure programme content for the IfM Briefings, working closely with the Event and Marketing teams.
- Collect evidence on the reach and impact of communications activity.
Reporting and Support

- Reports to the Chief Operations Officer
- Works closely with the Events and Marketing teams
- Manages the Communications Officer (to be recruited)
- Works with the IfM Editorial Board to raise the profile of the IfM and its research

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, helping to match research outputs to appropriate dissemination mechanisms.
- Relationship building and networking skills – ability to develop good working relationships across ECS and IfM and particularly with the research community.
- 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 demands from diverse stakeholders.
- Experience of successfully using social media for audience engagement.
- Experience of producing other forms of content including videos, podcasts and infographics.
- Commitment to learning and expanding technical and professional knowledge.

Desirable:

- Knowledge of SEO fundamentals and how to use them to increase engagement.
- Experience of using content management systems.
- Good knowledge of, and empathy with, universities, their ethos and structure.
- Understanding of the manufacturing landscape/ecosystem.

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

Closing date: Monday 13 January 2020