Role Description

|  |  |  |  |
| --- | --- | --- | --- |
| Title | **Communications Manager** | Department | **Marketing and Communications** |
| Role Holder | *vacant* | Reports to | **Head of Marketing and Communications** |
| Last Updated | **December 2017** |  |

# Role Purpose and Scope

The Communications Manager supports Cambridge Enterprise’s mission and company objectives through the development, integration, implementation and evaluation of a communications plan and communication strategies that address Cambridge Enterprise’s markets, audiences and stakeholders.

The Communications Manager is responsible for identifying and developing communications opportunities, defining strategic direction to address those opportunities, and for the implementation of tactical plans and campaigns to achieve the selected objectives.

The Communications Manager must ensure that any planning and implementation is strategically appropriate, is aligned to the master marketing plan, has concomitance with the Press and Media strategy, and is suitably integrated with other market and channel strategies both within Cambridge Enterprise and across the University. All communications should be consistent with the Cambridge Enterprise brand guidelines (including visual identity and house style), standards of service and other codes of conduct as applicable.

The Communications Manager is expected to undertake their work in a professional manner, characterised by planning and forethought, collaboration and inclusion, insight and evaluation, diligence and accountability. The role holder must define the breadth and scope of the role and is responsible for its overall contribution to Cambridge Enterprise.

The Communications Manager reports to, and is supported by the Head of Marketing and Communications. The role holder will work closely with the other manager and executive-level roles within the department, and with other heads of department within Cambridge Enterprise, to ensure that all strategies, plans and campaigns are integrated, complementary and cost effective.

# Principal Responsibilities

1. **Planning, Development and Delivery**

* Audience audit, audience research and audience definition
* Markets and competitor analysis
* Strategy preparation and development
* Tactical planning and campaign development - external communications
* Tactical planning and campaign development - internal communications
* Campaign implementation and evaluation
* Brand management, including house style / Style Guide
* Channel oversight, including the website and intranet, Twitter, LinkedIn, Click Dimensions
* Develop analogue and digital copy, content and resources as necessary
* Develop business networks and connections within and beyond the University to aid the development and delivery of plans, communications and campaigns

1. **Financial**

* Prepare budgets
* Forecast expenditure
* Monitor and report expenditure

1. **Managing People**

* As directed by the Head of Marketing and Communications, select, appoint and manage third party suppliers and agencies

1. **Innovation**

* To constantly monitor and evaluate communications’ best practice in the wider markets
* To constantly review and appraise audience definitions and the communications mix
* To identify and evaluate new or more effective routes to market: channels, tools and media
* To adopt an inquisitive, open-minded approach to strategic development and evaluation

1. **Advice and Advocacy**

* Amongst colleagues, promote a strategic approach to planning and development
* Work pro-actively with colleagues across the business, adopting a leadership role in the identification and development of communications and marketing opportunities
* To provide advice and be a ‘knowledge specialist’ in support of other departments and the Senior Management Team
* Act as an ambassador for the department, for the strategic communications function and for Cambridge Enterprise

# Experience, Knowledge and Skills

*Essential*

**Experience**

* Audience research: scoping, implementation, evaluation
* Preparation of communications plans and strategies
* Channel- and media-neutral planning
* Integration of messages and media across channels
* Preparing, writing and editing copy, in channel-specific styles
* Multi-media, cross-platform content creation
* Writing briefs and commissioning creative projects
* Managing creative and communication agencies and suppliers
* Convening and managing cross-functional teams
* Working with senior staff, Board members and external stakeholders
* Customer data management
* Preparation, monitoring and reporting of budgets

**Knowledge**

* Communications and marketing theory: planning and strategy development; campaign planning, setting metrics and evaluation
* Availability and suitability of media, channels and tools
* Brand management
* Data best practice – DPA, GDPR
* Competitor and market analysis – techniques and evaluation
* Innovation and best practice; up-to-date with market trends, technologies, and solutions

**Skills**

* Defining and setting priorities, particularly during periods of high workload or when working to short deadlines
* Time management, including the allocation of scarce resources
* ‘Community management’ of social media platforms
* Familiarity with Dynamics365 or equivalent systems and/or CRM platforms
* Competency in using the Microsoft Office software suite
* Project management
* Budget planning

*Desirable*

* Experience of using WordPress and/or content management systems
* Familiarity with Google Analytics
* Familiarity with search engine optimisation principles and best practice
* Press and media relations: working with journalists and media owners
* Experience of working within the higher education sector

# Qualifications

* Degree
* Relevant qualification from the Chartered Institute of Public Relations, Chartered Institute of Marketing or other recognised professional or training organisation

# Competencies

*Company*

1. **Ambition & Effectiveness**

* Looks ahead. Identifies future needs and creates plans to address them. Demonstrates initiative in interpreting the scale and scope for greater benefit.
* Has a clearly-expressed focus on personal professional development and demonstrates its relevance to the organisation.
* Works in a self-directed manner. Output-focused, whilst showing necessary attention to quality and detail. Prioritises resources and workload with reference to company objectives.

1. **Customer Focus**

* Champions the customers’ perspective. Adopts a customer-centric view in preparing, implementing and evaluating plans.

1. **Team Working & Flexibility**

* Seeks input from others. Supports colleagues. Considers change to be an opportunity for development and improvement. Facilitates understanding and builds support. Is collaborative, courteous and diplomatic when working with colleagues and peers.
* Manages expectations. Provides timely updates, shares information and offers clear, constructive feedback.
* Takes the initiative. Open-minded, with an attitude that challenges precedent and protocol. Prepared to check and challenge underlying assumptions in order to identify and address the big picture.

*Role*

1. **Decision Making**

* Knows when to fact-find, ask questions, discuss, debate and reflect, and when to employ a more direct command-style approach to making decision and directing others.

1. **Leadership**

* Balances Thinking with Doing. Represents the department through leadership of projects and initiatives. An advocate and ambassador for marketing as a department and as a strategic business function that creates value.