Role Description

<table>
<thead>
<tr>
<th>Role Title:</th>
<th>Communications and Media Manager</th>
<th>Department:</th>
<th>Marketing and Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports To:</td>
<td>Head of Marketing and Communications</td>
<td>Last Updated:</td>
<td>May 2023</td>
</tr>
</tbody>
</table>

Cambridge Enterprise

A subsidiary of the University of Cambridge and sitting at the heart of Europe’s most successful research and technology cluster, Cambridge Enterprise is responsible for supporting the translation of University research to create globally leading economic and social impact.

Cambridge Enterprise supports academics, researchers, staff, and students in achieving knowledge transfer and research impact by helping innovators, experts, and entrepreneurs to use commercial avenues to develop their ideas and expertise for the benefit of society, the economy, themselves, and the University. Liaising with organisations both locally and globally, we offer expert advice and support in commercialisation and social enterprise, including help with academic consultancy services; the protection, development, and licensing of ideas; new company and social enterprise creation, seed funding and venture building.

Role Purpose

Marketing and Communications is a key function of Cambridge Enterprise. Informed by the organisation’s corporate objectives, the Marketing and Communications team bring our core services, our strategic programmes, business initiatives and stories to life through the development of customer-centric marketing strategies and the implementation of effective, relevant tactics.

The Communications and Media Manager supports Cambridge Enterprise’s mission and company objectives through strategic communications that align and amplify the organisation’s messages to its audiences and stakeholders, delivering communications that encapsulate both the economic and social agendas of the organisation.
The Communications and Media Manager is responsible for the effective communication of Cambridge Enterprise’s messages to identified audiences via the optimal channels, through the development, integration, implementation and evaluation of a communications plan and delivery of strategies that address the organisation’s objectives, audiences and stakeholders. The role holder is responsible for nurturing and developing strategic relationships with key stakeholder and media contacts, facilitating opportunities for greater alignment, engagement and amplification.

A fundamental part of this role is the line management of the Digital Communications Manager and the Content Manager and deputising for the Head of Marketing and Communications as appropriate and as required. The Communications and Media Manager reports to, and is supported by, the Head of Marketing and Communications.

**Main Responsibilities:**

1. Leadership and line management of a communications and content-focused team comprising Digital Communications Manager and Content Manager. Responsible for development for direct reports through coaching, mentoring, guidance, appraising performance, providing feedback and recognition. To include professional guidance to the wider team across communications, video, audio, images and photography, infographics and other designed content.

2. Deputising for the Head of Marketing and Communications as appropriate and as required. In their absence to include brand, operational and technical responsibilities, leadership, budgetary responsibility and authorisation, internal and external senior stakeholder relationship management and communications.

3. Developing and delivering a robust, innovative and ambitious communications strategy for Cambridge Enterprise that is informed by the organisation’s corporate objectives and dovetails into the overall marketing and communications strategy. Addressing all relevant areas of digital media and communications. To include strategic assessment of requirements, audience, stakeholders and objectives in collaboration with team members and other internal stakeholders.

4. Management, curation, development and delivery of all areas of press, media and communications activity and engagement, including media liaison and enquiry handling, relationship management, content creation, advice and media training. of strategic relationships with press, media, University communications teams and other relevant contacts to improve collaboration in alignment with the company’s objectives and messaging priorities. Amplify the strategic exposure and visibility of Cambridge Enterprise’s messaging through appropriate and targeted channels in accordance with the company’s objectives and strategies.
5. Management, development and delivery of the organisation’s public affairs strategy and activities, including stakeholder management, content creation, press and media strategies, identification and realisation of communications opportunities, improved relationships with key stakeholders.

6. Building and developing relationships with key senior stakeholders within Cambridge Enterprise leadership and Board, the University and externally. Provide and produce guidance and resource on processes, guidelines and best practice relating to communications, press and media.

7. Identification, creation, development, management and delivery of strategic pieces in target publications and channels (such as but not limited to press releases, OpEds, features, articles, interviews). To include writing, placement and evaluation.

8. Creation, development, management and delivery of corporate and business publications, including project management and writing/content creation. To include Annual Review, corporate brochure, research reports, scriptwriting, and other materials and publications.

9. With the Head of Marketing and Communications, development, monitoring and evaluation of crisis communications strategies, processes and resources for Cambridge Enterprise, in line with best practice and University guidance.

10. Strategy, management, development and delivery of key stakeholder communications for Cambridge Enterprise, including messaging, writing, content and project management. Development and regular review of communications mechanisms for effectiveness and optimisation aligned with strategic objectives.

11. Project management, creation of project plans for communications activities, including setting targets, allocating resources both externally and internally, ensuring deadlines are met, sharing project status reports. Delivering events on time, within budget, that meet (and hopefully exceed) expectations.

12. Third party supplier management, including sourcing, negotiating and management. Working with external suppliers, managing relationships, project managing any work undertaken and providing feedback on their performance to ensure output continuously develops and improves. Where necessary managing a content team of both internal and external members.

13. Budgetary responsibility for communications budgets, including inputting into the teams budget setting process, monitoring expenditure, and ensuring internal systems are followed to ensure accurate spend data and recommend efficiencies.

14. Other tasks as appropriate to the role as may be reasonably requested.