

Role Description

Role Title:	Digital Communications Manager	Department:	Marketing and Communications
Reports To:	Communications and Media Manager	Last Updated:	May 2023

The Digital Communications Manager reports to, and is supported by, the Communications and Media Manager.

Main Responsibilities:

1. Develop an integrated social media strategy that is informed by the organisation's corporate objectives and dovetails into the overall communications strategy. To include a strategic assessment of channels, audiences and objectives.
2. Identify and develop opportunities for strategic digital communications activities that deliver against objectives.
3. Creation of digital communications plans, including newsletters, in conjunction with other members of the Marketing and Communications team, ensuring these are communicated and recorded in team processes, including content scheduling. Ensure consistency with brand and other communications strategies.
4. Measurement, analysis and reporting on social media and other digital communications, including audience research, engagement and performance against objectives
5. Deliver on a social media content schedule agreed in conjunction with other Marketing and Communications team members as part of the wider Content schedule, posting content and delivering campaigns aligned to determined strategies and objectives.
6. Proactively and frequently monitoring social media engagement and relevant content posted by others, interacting and sharing content as required, as appropriate and in line with strategy and brand guidelines.
7. Create copy and content, including stories, case studies, web copy and insights, for a range of digital channels including social media, website, email, corporate slides and other digital assets, ensuring consistency with brand and other communications strategies.

8. Develop strong relationships with internal and external stakeholders, including central University communications teams, fostering effective and collaborative working practices to support the formation and delivery of the digital communications strategies. Identify create opportunities to partner and collaborate on campaigns and content aligned with objectives. Internal stakeholder management, including collating and interpreting internal briefs and translating into a holistic creative brief.
9. Provide guidance and expertise to Cambridge Enterprise staff to increase their understanding of effective use of social media, and amplify Cambridge Enterprise communications and align with organisation objectives.
10. Copywriting and content creation for corporate publications and strategic projects, as directed and appropriate.
11. Provide digital communications guidance and support on events communications in line with events and communications strategies, including copywriting where required.
12. With other members of the Marketing and Communications team, ensure that all digital communications are compliant with and follow data protection and other regulatory requirements and best practice.
13. Devise, plan, manage and deliver digital campaigns, including setting targets for milestones, allocating resources both externally to agencies/partners where appropriate, or internally to team members. Ensuring deadlines are met, sharing project status reports where appropriate and ensuring timely delivery. Delivering campaigns on time, within budget, that meet or exceed expectations. Responsibility for associated budgets, including inputting into the teams budget setting process, monitoring spend relating to digital communications, and ensuring internal systems are followed to ensure accurate spend data and recommend efficiencies. Campaign evaluation and reporting.
14. Third party supplier management, including sourcing, negotiating and management. Working with external suppliers where, 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.
15. Other tasks as appropriate to the role as may be reasonably requested.