

# Communications Coordinator

Careers Service

Closing date: 20th October 2024

Job Reference: DD43332



# Communications Coordinator

**Salary:**

£32,332-£38,205

**Contract:**

Permanent

**Location:**

Central Cambridge,  
Student Services Centre

**Department:**

Careers Service

**Responsible to:**

Research & Information Manager

**Working pattern:**

Full-time (applications welcome from individuals who wish to be considered for part-time working or other flexible working arrangements).

**Purpose of the role:**

The Careers Service is the University’s main provider of careers education, information advice and guidance to current students, research staff and alumni. The Service not only needs to build on it’s reputation and communicate effectively with these users, but also with employers, large and small, local and global; academics in Departments and Colleges; other universities; suppliers and many collaborators.

Under the direction of the Research and Information Manager, the post holder will continue to implement an effective multi-channel communications strategy for the Service, raising our profile and the engagement levels of our diverse user groups.

The post holder will develop our voice as experts on careers, locally and globally, remaining up-to-date on current thinking and changes to the careers and employment market.

The role holder will contribute to projects which span communications and marketing, liaising with staff across the Service, the University and beyond, including students, alumni, postdocs, external staff, the central communications team and alumni.



# Communications Coordinator

## Key responsibilities:

- Create & coordinate delivery of fresh, relevant and regular content for all communications including web, blog, shortform video and social media content.
- Support the design and implementation of communications strategies in line with the key objectives and messages of the Service and University as a whole
- Provide editorial support, create and contribute ideas for content development.
- Monitor our digital presence, and identify opportunities to highlight the Service within the University and externally
- Continue to develop an integrated approach to marketing materials, remaining consistent in terms of colour, design, message and font. The breadth of materials includes in-house publications, posters, display banners, email communications and a range of social media and blogs
- Manage and monitor the Service's social media accounts and develop multimedia approaches, including liaising with members of the Service management team to mitigate any negative PR that could damage the reputation of the Service within the University and beyond.
- Monitor outcomes of marketing initiatives and work with the wider team to develop tools which can report regularly on progress.
- Benchmark current methods of promoting main activities and events to determine best practice by comparisons of Cambridge performance with other leading Russell Group Universities.
- Build strong working relationships with communications teams in the University (centrally, departments, colleges, CUSU and student societies)
- Keep up-to-date with current thinking and approaches to marketing for students engaging with careers, and with the employment market more broadly
- Consult with suppliers, designers, attend relevant conferences and external events.
- Maintain current awareness of the rapidly evolving nature of marketing tools and channels and, in conjunction with the Operations team, train, support and encourage fellow staff to engage in these new activities.

# Person specification

Criteria	Essential	Desirable
<b>Experience</b>		
Experience of communicating complex information to a diverse audience	✓	
Direct experience of successful digital marketing to our targeted generational groups		✓
Ability to be creative and set own brief	✓	
Experience of a wide range of media e.g. blogs, use of YouTube, social media	✓	
Knowledge of and empathy with the career issues facing students and what will be attractive to them.	✓	
Experience of a broad range of communications disciplines e.g. web, social media, blogs, reputation management, stakeholder liaison, videos etc.	✓	
Methodical approach to monitoring results and drawing appropriate conclusions.	✓	
Experience of working with analytics e.g. google analytics		✓
<b>Skills</b>		
Excellent interpersonal skills with ability to build effective relationships with internal and external stakeholders at all levels	✓	
Outstanding planning and organisational skills, including the ability to manage multiple complex projects concurrently	✓	
Excellent written communication skills, including an ability to adopt the appropriate tone for different audiences and media and help others to do the same	✓	
Outstanding IT skills (e.g. imaging software, video editing, web editing, social media management tools)	✓	
<b>Qualifications</b>		
Educated to degree level or equivalent experience	✓	
<b>Additional Requirements</b>		
Background in higher education would be an advantage.		✓
Enthusiasm to try new things, evaluate, learn and try something a bit different	✓	

# The Careers Service

The University of Cambridge Careers Service helps undergraduates, postgraduates and postdocs, to prepare for their future. Our experienced and impartial team is here to provide support from day one to beyond Cambridge, focussing on exploring options, navigating the complex job market and looking at opportunities for further study.

Our clients are high achievers. They're fiercely bright, driven and focused. So we have to make it clear that the Careers Service is an invaluable resource that should be used to best effect. We recognise that being at Cambridge can be tough, we see Imposter Syndrome all around us and so it's critical that at the Careers Service we are supportive and nurturing.

The Careers Consultants offer virtual 1:1 advice and guidance consultations and an extensive programme of briefing and skill sessions. We offer both in-person and

virtual events and careers fairs across many employment sectors.

Our services are delivered via [Handshake](#), an innovative career development platform which also allows users to connect with peers and employers.

**28952** users have joined Handshake in the first 22 months of operation.

Users also have 24/7 access to a wide range of [digital tools](#) so that clients can progress their career journey when it suits them.



A composite image. On the left is a portrait of a woman with long brown hair, smiling, wearing a dark blue shirt. The background behind her is a blurred green foliage. To the right of the portrait is a dark, textured background with a repeating geometric pattern. Overlaid on this dark background is the text 'FROM MML TO INTERNATIONAL DEVELOPMENT' in large, white, bold, sans-serif capital letters. Below this, in smaller white capital letters, is 'JANINA SCHNICK'S 5 TIPS FOR STUDENTS AND GRADUATES'. On the far right of the composite image is a landscape photograph showing a green field in the foreground, a white bird (possibly a heron) near the water's edge, and a large elephant standing in the field. In the background, there are blue mountains under a blue sky with white clouds.

# The Student Services Centre



**The Careers Service is located in the Student Services Centre, a mixture of new and refurbished buildings on the New Museums site in central Cambridge.**

**We are alongside other Departments providing key services to students and have access to high quality meeting and event space.**

The public facing areas of the Careers Service are in a refurbished Arts Library, providing modern study, interview and meeting space.

The office space has been furnished to a high standard, our staff worked alongside professionals to deliver a functional, pleasant working environment.

Staff follow a hybrid working model, a hot-desking system is in place and staff are well equipped to work from home.

A well equipped common room and a number of break-out spaces provide staff with the opportunity to socialise, eat and take part in well-

being activities organised by the staff themselves. There is an active 'green impact' team engaging staff in sustainable practices and re-cycling initiatives.

The Whale Café offers on site catering and seating both outside and indoors.

The Centre has covered, secure, cycle parking together with showers and drying rooms. This makes cycling a practical commuting option for many staff.



# Terms of appointment

## Tenure and probation

The appointment will be made on a permanent basis, Appointments will be subject to satisfactory completion of a six month probationary period.

## Hours of Work and Working Pattern

The hours of work for the position are 36.5 hours per week, working Monday – Friday.

## Pension

You will automatically be enrolled to become a member of CPS (Contributory Pension Scheme) – a defined benefit and defined contribution pension scheme. For further information please visit: [www.pensions.admin.cam.ac.uk/](http://www.pensions.admin.cam.ac.uk/).

## Annual leave

Full time employees are entitled to annual paid leave of 36 days, inclusive of public holidays.

## Right to work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

## Health declaration

Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

## Qualifications

The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

**References** - offers of appointment will be subject to the receipt of satisfactory references.

## Screening Checks

The nature of this role means that the successful candidate will also need to undergo a health assessment.

## Information if you have a disability

The University welcomes applications from individuals with disabilities.

We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at <http://www.admin.cam.ac.uk/offices/hr/staff/disabled/>

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact [sscjobs@admin.cam.ac.uk](mailto:sscjobs@admin.cam.ac.uk), that is responsible for recruitment to this position.



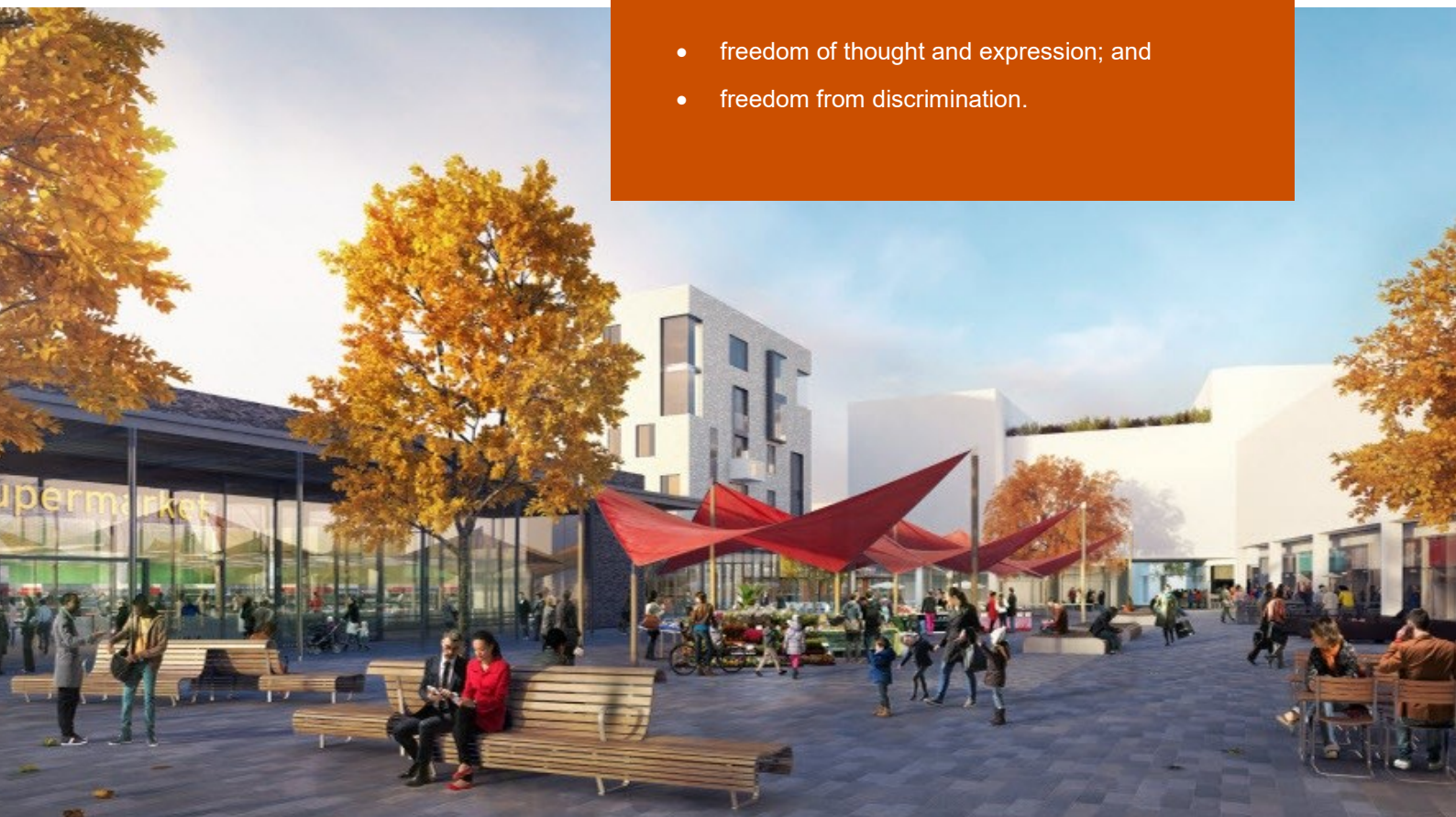
# The University

**The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.**

Our sustained pursuit of academic excellence is built on a long history of first-class teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people. Our capital investment projects include the West Cambridge site, the North West Cambridge development and the growth of the Biomedical Campus in the south of the city. The North West Cambridge development includes the opening of a primary school – the first in the UK to be managed by a University. So we are deeply embedded in, and committed to serving, our local community. These are all conspicuous signs of a University that is not only adapting to new needs, but also anticipating the future.

Our mission is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence. Our core values are:

- freedom of thought and expression; and
- freedom from discrimination.





# About us

**The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.**

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student

accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

*Stephen Toope, Vice Chancellor 2019*



# Working at the University

**Working at Cambridge you will join a diverse, talented and innovative community, with more than 23,000 students and over 16,000 staff from all walks of life and corners of the world.**

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a new science and technology campus to the west of the city centre, and is now expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our



## **Equality & diversity**

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here: <http://www.equality.admin.cam.ac.uk/>

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.

# Living in Cambridge

**Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.**

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances at the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the [Visit Cambridge](#) website.

If you prefer the faster pace of life, London is a 45 minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

## Relocation Support

The University recognises the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit <https://www.accommodation.cam.ac.uk/RelocationService/>. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of staff with the costs of relocating to Cambridge. For staff who require a Skilled Worker Visa, Global Talent Visa or Settlement (known as indefinite leave to remain) to take up employment with the University, we offer an interest free [visa loan scheme](#) for current and prospective staff (and their dependants), to help meeting the cost of obtaining a visa.

## Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge. The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets. For further information and to register with this free service please visit <https://www.accommodation.cam.ac.uk/>



# What Cambridge can offer

## Family-friendly policies

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 18 weeks full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high quality holiday Playscheme may be available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here:

<https://www.childcare.admin.cam.ac.uk/>

The Newcomers and Visiting Scholars Group is an organisation within the University run by volunteers whose aim is to help newly arrived wives, husbands, partners and families of Visiting Scholars and members of the University to settle in Cambridge and give them an opportunity to meet local people. The Postdoc Academy supports the postdoctoral community within Cambridge. Further details are available here: <https://www.postdocacademy.cam.ac.uk/>



## Your wellbeing

The University's Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the [Cambridge Festival](#), which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

## Development opportunities

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.

# What Cambridge can offer

**We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.**

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a [career break scheme](#) for academic and academic-related staff, with additional flexible working policies for all other staff.

## Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.



## CAMBens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMBens. CAMBens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other



# How to apply

Applications should be submitted online via the University of Cambridge jobs page [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk) by clicking "Apply online" in the job advert. You will need an email address to register for our online system.

Please do contact us if you would like to know more about the post.

Email: **Mark Gilbert** - [mjg99@cam.ac.uk](mailto:mjg99@cam.ac.uk)

If you have any queries regarding the application process please contact the Student Services Centre HR Team on [SSCjobs@admin.cam.ac.uk](mailto:SSCjobs@admin.cam.ac.uk)

**The closing date for applications is: Sunday, 20th October 2024**

**Interviews will be held on: Thursday, 31st October 2024**



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CAMBRIDGE