

**JOB TITLE: HEAD OF COMMUNICATIONS AND IMPACT**

**REPORTS TO: CCI EXECUTIVE DIRECTOR**

#### Background

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The Cambridge Conservation Initiative (CCI) is a unique partnership between leaders in biodiversity conservation and restoration from across the University of Cambridge and ten internationally renowned conservation organisations: BirdLife International, British Trust for Ornithology, Cambridge Conservation Forum, Fauna & Flora, International Union for the Conservation of Nature, RSPB, Traffic International, Tropical Biology Association, the United Nations Environment Programme-World Conservation Monitoring Centre and the Wildlife Conservation Society. CCI partners work together and with others to conserve and restore life on Earth, aiming for a diverse world where nature and people thrive. Through distinctive interdisciplinary work and by catalysing synergies between leaders in research, education, policy, and practice, CCI aims to transform international biodiversity conservation while also providing leadership on biodiversity and nature within the University's wider sustainability strategies.

Approaching the mid-point of its 2020-2030 Strategy and with a new Executive Director, CCI is embarking on a new phase of growing ambition. It seeks to make a significant step-change in its external presence, positioning, and contribution to wider global challenges, debates, and opportunities. This will require a transformative communications and impact approach geared towards high-level presence and influence in external affairs, and amplifying the messages of CCI partners in strategic combinations at timely moments for diverse audiences.

The CCI Head of Communications and Impact is a major new role to develop and lead this new externally facing, high-profile communications and impact strategy for CCI, and to build and manage the staff and resources to deliver it. The postholder will be a core member of CCI's senior Executive team, working closely with the Executive Director, the Head of Collaborations and Engagement, and the Head of Strategy and Special Projects. They will lead the growth of an innovative and effective communications team within the CCI Executive Director's Office, developing new roles as appropriate and working with the CCI fundraiser to support these. They will design and lead the strategic coordination of communications activities across the current CCI partnership, and design and lead communications to support CCI's ambitions for global growth, such as through expanded partnerships and Regional Hubs.

#### The role

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This role will spearhead the development of an ambitious, externally facing communications and impact strategy to align with and support CCI's global growth and ambitions. The successful candidate will manage CCI's external and internal communications channels, including the website, intranet platform, social media, and other mechanisms. They will enrich and strengthen these channels to transform CCI's external presence, influence, and impact. This includes strategically amplifying partner messages,

creating and projecting influential multi-media impact case studies, and executing targeted communications campaigns linked to significant events both in Cambridge and internationally.

They will design and implement strategic communications for major CCI collective projects. Additionally, they will build and manage an effective communications team of 2-3 members within the CCI Executive Director's Office, and recruit and oversee short-term contractors as needed. The role also involves establishing and co-leading appropriate networks and coordination mechanisms among communications and impact leads in CCI partner organisations, prospective expanded partnerships, Regional Hubs, and relevant University of Cambridge institutions and groups working on sustainability. This will include supervising at least 12 communications staff based in other organisations for specific tasks and campaigns.

### **Main responsibilities**

#### Develop Communications and Impact Strategy

- **Collaborate with key leaders:** Work closely with the Executive Director, Head of Collaborations and Engagement, Head of Strategy and Special Projects, and the CCI Council to lead the development of a new, externally-facing strategy for communications and impact that aligns with CCI's growing ambitions. This will include leading the development of a Theory of Change for CCI.
- **Refresh external identity and branding:** Lead a refresh of CCI's external identity and branding, developing materials to effectively communicate these changes.
- **Coordinate with partners:** Collaborate with communications leads in CCI's partner organisations, major programmes, and relevant university institutions to develop agreed approaches and principles for coordinated communications. This will amplify partner messages and support synergies of impact and influence at key moments. Design and implement appropriate mechanisms for this, such as a peer network or working group, a schedule of meetings, and shared strategic communications calendars.
- **Lead global communications:** Oversee communications around CCI's global innovations and growth, including the development of new topics, priorities, partnerships, and Regional Hubs.

#### Communications and impact activities

Working with the CCI Executive Director and colleagues in the Executive Director's Office, CCI Council and staff across CCI partners, the role holder will upgrade, deliver and manage a range of communications tools and platforms to share, promote and strengthen CCI. This will include:

- **Website management:** Review, improve, maintain, and continuously update the CCI website and content to ensure it clearly communicates CCI's vision, growing ambitions, strategy, impact, achievements, and activities. The goal is to project CCI as the go-to place for understanding, debate, and action on biodiversity, people, and nature amidst global challenges.
- **Influencing strategy:** Develop an influencing strategy for CCI, identifying target audiences and scope, identifying routes and scope in ways that respect CCI's context and positioning.
- **Website expansion:** Expand the website as a key platform for sharing information about CCI's work. Engage with partners and the CCI community to enable the website to amplify partners' work and messages, both in ongoing communications (including new features such as Stories of Hope and CCI Debates) and in time-bound campaigns.

- **Social media enhancement:** Review and enhance CCI's use of social media to increase its profile.
- **Partner communication:** Review how CCI partners communicate and promote CCI, strengthening the cohesion between central CCI communications and those of CCI partners. Engage the CCI community in contributing material to CCI's communications channels.
- **Branding and materials:** Oversee the design and launch of a suite of new branding and communications materials for CCI, such as an annual report and flyers, using sustainable and creative forms.
- **Communications and impact plans:** Develop and implement communications and impact plans for specific collaborative activities such as events, convenings, collaborative programmes, collective impact projects, and participation in global events.
- **Internal communications:** Deepen internal communications across the CCI partnership by managing the CCI Hive as a major tool for internal communications and complementing this with further multi-media forms of information sharing.
- **Public engagement:** Support CCI's public engagement work, including its use of the arts, by providing communications input into key events and activities.

#### Grow communications capacity

- **Build the team:** Grow and manage an effective communications team within the CCI Executive Director's Office. Identify needed capacities, develop new roles as appropriate, and manage recruitment and induction in collaboration with CJBS HR colleagues.
- **Line management:** Line manage an expanded central CCI communications team, and oversee and manage short-term contractors to boost capacity at key moments.
- **Develop principles and practices:** Through an inclusive process, develop and implement principles and practices for effective supervision and professional support with communications staff based in partner organisations and major programmes, aimed at strengthening coherence and synergies for particular activities.
- **Supervise communications staff:** Contribute to the supervision of approximately 12+ communications staff employed by partner organisations and CCI projects in relation to collective events and activities. Establish respectful and trusting relationships that maximise synergies of skill and capacity.

#### Fundraising

Working with the CCI Executive Director, the CCI fundraiser, and colleagues from the University Development and Alumni Relations (CUDAR) team, the role holder will develop concept notes for CCI communications activities and support the reporting process for donors. This will include:

- **Preparing funding applications:** Prepare funding applications for CCI communications activities to be submitted to a range of potential donors, including trusts, foundations, individual philanthropists, and other institutional funders.
- **Reporting and stewardship:** Prepare reports and communications materials for CCI funders to assist in stewarding relationships with existing CCI donors.

## The person

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The ideal candidate should have the following qualities, skills, and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements:

### Strategic experience

- Experience in developing high-level strategies for impact and influence
- Experience with research-impact approaches and debates
- Experience in developing and managing externally-facing communications aimed at growing organisational profile and impact

### Communications skills

- Excellent all-round communication skills, including enthusiastic and efficient oral and written abilities
- Ability to draft complex documents and write compelling pieces for varied external audiences
- Skills in attuning communications to diverse audiences, with attention to social and cultural sensitivities
- Highly IT literate, particularly in website content development, new and digital media tools, and multi-media tools

### Media and public relations

- Experience in designing and overseeing innovative multi-media communications tools
- Experience working with press and media organisations, as well as external advocacy and public affairs groups, both nationally and internationally

### Team and network management

- Experience in developing and managing high-performing teams and networks
- Outstanding networking skills
- Ability to nurture and foster respectful and trusting relationships and partnerships with collaborators, potential funders, and public audiences

### Fundraising

- Experience in fundraising and promoting complex ideas to a wide range of audiences

### Personal attributes

- Self-motivated, proactive, able to take initiative and multi-task, with a track record of delivering to tight deadlines without compromising on quality
- Personable and engaging, with the ability to make people feel welcome and at ease
- Discreet personality with the ability to handle colleagues sensitively
- Ability to multi-task and work independently

- Evidence of an interest in the environment and conservation

#### Education and qualifications

- Educated to degree level or equivalent in a relevant subject
- Relevant post-graduate qualification (desirable)

#### Additional knowledge

- Familiarity with the Cambridge Conservation Initiative partners and their collaborative programmes (desirable)
- Good knowledge of international conservation and environmental issues and ideas, and sensitivity to issues of social justice and decolonisation in conservation (desirable)

#### Benefits

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This is a part-time position working 30 hours per week (0.8 FTE). There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The full-time equivalent salary will be in the range of £46,485 - £58,596 per annum.

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools, and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services, and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at [www.admin.cam.ac.uk/offices/hr/staff/benefits](http://www.admin.cam.ac.uk/offices/hr/staff/benefits). There is also a range of information about living and working in Cambridge at [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk).

#### Application arrangements

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To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk) and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

#### Equality of opportunity at the University

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The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

#### Information if you have a disability

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The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact a member of Cambridge Judge Business School's HR team who are responsible for recruitment to this position by email on [hrsupport@jbs.cam.ac.uk](mailto:hrsupport@jbs.cam.ac.uk).