DEVELOPMENT ASSOCIATE (COMMUNICATIONS)  
Job Description

Description
The Development Associate (Communications) is responsible for the creation and implementation of the development and alumni communications strategy for the College. They produce and edit the key print publications for the office, manage e-communications, web pages and social media and coordinate the production of other communications as required. They also contribute to the wider College Communications programme.

Responsible to: The Deputy Development Director

Full-time 36.25 hours per week is our preference but for the right candidate a 28 hour week could be considered.

Salary Range

£21,000-£25,000 p.a. plus other benefits including bonus, medicash and a generous pension scheme.

Primary Duties

Strategic Communications Planning
1. Develops and administers a strategic multimedia communications plan to support high levels of engagement and philanthropic participation.
2. Uses analytics, surveys and focus groups to evaluate and inform communications strategy.
3. Consults and coordinates regularly with the Development Director, Deputy Development Director and relevant College Officers on communications strategy and content.
4. Oversees the creation and maintenance of a Development and College style guide.

Recurring Content Production
5. Produces and edits all print publications for the office. This includes The Clare Review (annually) and Clare News (semi-annually), as well as assisting with any other Development literature as required.
6. Produces and sends monthly e-newsletters as well as any extra e-bulletins to be sent throughout the year: e.g. the seasonal e-card to all alumni and donors in December.
7. With the Development Associate (Giving Programmes) and external designers, edits and produces annual fund and legacy print and electronic communications, including stand-alone publications and content embedded in other Clare Development content.
8. Works with external designers and mailing companies as required.
9. Works within a budgetary framework considering design, print and mailing costs.
Alumni and College Digital Media

10. Oversees Clare Development’s social media content strategy and implementation. Other members of the team, including the Development Associate (Alumni and Supporter Engagement) and the Development Administrator help implement these initiatives.
11. Designs, develops and maintains the alumni website, including the creation of pages and content. Works closely with the College’s software providers and with other members of the Development Office to ensure the accurate and timely posting of all content.
12. Sources or produces and edits photos, images and video content for use in Development print publications and social media and maintains a Development library of such content.

College Digital Media

From January 2019 it is expected 13-21 will be shared responsibilities with a part-time College Communications Associate

13. Works with relevant department and College Officers to create and implement the College’s social media content strategy
14. Serves on the College’s web working group and maintains the College’s website front-page.
15. Sources, writes and adds news stories to College website and, where relevant, proactively sends articles to the University of Cambridge’s Press and Communications Office for publication on the University’s media feeds.
16. Acts as a central point of contact for all communications tasks if an item is to be publicised widely internally and externally
17. Helps ensure the College calendar is updated
18. Reviews the website from time to time with the IT office and suggests innovations which would be suitable to keep the site looking up to date and which connect more effectively to social media.
19. Sources or produces and edits photos, images and video content for use in College print publications, website and social media and maintains a College library of such content.

Other Duties

20. Undertakes such other duties as may reasonably be required.