College Communications Manager
Job Description

Opportunity

The new role of College Communications Manager at Clare College, University of Cambridge, provides an exciting opportunity for an experienced, dynamic, innovative and creative communications professional to devise and execute a College-wide communications strategy, and to play a leading role in developing and articulating the vision and opportunities for a Cambridge college in the 21st century.

Context

Founded in 1326, Clare College is the second oldest of the constituent colleges of the University of Cambridge. In the post-War period, Clare built a strong reputation as a progressive institution: it was one of the first colleges to establish a separate community for graduate students (now Clare Hall), to embrace co-education, and to dedicate significant resources to widening participation and schools outreach. Since the 1990s, the College has built a strong fundraising and alumni relations programme, underpinned by regular communication with alumni and supporters, through print and digital media. Loretta Minghella, herself an alumna of Clare, took office as the College’s first female Master in October 2021. Under her leadership, the College is set to refresh its vision for the future, in consultation with students, staff, fellows and alumni. Gathering the widest possible range of views, and formulating, articulating and communicating the resulting vision to different stakeholders (both internal and external) will be key to the College’s success and pivotal to this role. In the immediate future, the College is celebrating two key anniversaries: the fiftieth of co-education (in 2022–23) and the seven hundredth of the College’s foundation (in 2026). Both provide opportunities not only to strengthen the College’s external profile and reputation through targeted communications, but also to develop and articulate a refreshed vision for Clare’s future role and purpose.

Role Description

The Communications Manager is responsible for creating, implementing and leading a comprehensive and coordinated communications strategy for the College, embracing both internal and external communications. The post holder will work closely with key College departments (including, but not limited to, the Development Office, Tutorial Office, Chapel, Conference Office and Library) to produce and manage an evolving communications strategy for the whole College; produce and edit the key print publications; devise and implement a comprehensive digital media strategy, including managing digital communications, the College web pages and social media; and coordinate the production of other communications as required.

Reports to: The Fellow for Development

Key relationships:
- College Officers (including the Master, Bursar, Senior Tutor, President of the Fellowship)
- Heads of Department (including the Head of Development Operations, Conference & Events Manager, IT Manager, Buildings Manager, Head Gardener)
- University Office of External Affairs & Communications

This is a full-time post (36.25 hours per week).
Primary Duties

**Communications strategy and management (~20%)**
1. Develops, implements and manages a comprehensive and coordinated communications strategy for the College, embracing both internal and external communications, across all forms of media. The communications strategy will align with and support a refreshed vision for the College. This vision will be developed through extensive consultation and communication with a wide range of stakeholder groups, with a critical role for the Communications Manager.
2. Develops, implements and manages a corresponding multimedia communications plan to support high levels of engagement by diverse internal and external audiences.
3. Project manages regular consultation and coordination with College Officers and Departments on communications strategy and content.
4. Undertakes audience research including use of analytics, surveys and focus groups to evaluate and inform communications strategy.
5. Oversees the creation, dissemination and use of a College style guide and brand guidelines.
6. Acts as a central point of contact for all communications matters, including media enquiries.

**Digital media (~40%)**
7. Works with College Officers and Departments to devise, implement and manage the College’s digital media strategy, including social media and the website. This will involve targeted and coordinated use of multiple channels (including but not limited to TikTok, Instagram, Twitter, Facebook and LinkedIn) to reach multiple audiences with tailored messages.
8. Serves on the College’s web working group, and curates content on the College website homepage.
9. Sources, writes and adds news stories to College website and, where relevant, proactively distributes these more widely to target audiences. Liaises as appropriate with the University of Cambridge’s Office of External Affairs and Communications.
10. Keeps the College website under constant review, and works with IT on rolling updates to maintain currency, user engagement and effectiveness.
11. Sources, commissions and produces images and video content for use in College communications, and maintains a College library of such content.
12. Maintains the College’s Shorthand platform and uses this to create effective content in support of its communications programme.
13. Manages and implements the recording and live streaming of College events.
14. Designs, develops and manages the alumni website, including the creation of pages and content.

**Content production (~40%)**
15. Produces and edits all print publications and digital communications for the Development Office, and for other Departments as requested. This includes *Clare Review* and *Clare News*, as well as campaign and fundraising literature.
16. Works with external designers and mailing companies as required.

**Other Duties**
17. Develops, negotiates and manages the College’s communications budget.
18. Undertakes such other duties as may be required.
Person Specification

Qualifications and experience
• Educated to degree level or equivalent
• A proven track-record of devising and implementing successful communications strategies and plans, embracing both print and digital media, for internal and external audiences
• Proven expertise in developing and effectively utilizing social media across multiple channels, with a clear understanding of user demographics, emerging trends, social media management tools, and the power and potential of social media as a communications tool in a Higher Education context.
• Proven expertise with editing and publishing software, including InDesign and other relevant Adobe packages.
• Experience of working in higher education and/or in a complex organization would be an advantage

Attributes
• Outstanding interpersonal and communications skills (written and oral)
• Drive, determination and resilience
• A self-starter with the ability to work as part of a team or alone, as occasion demands
• Excellent time management skills with proven ability to manage a demanding workload to tight deadlines
• High levels of creativity, innovation and adaptability
• Ability to work within budget constraints
• Clear understanding of and support for the mission and values of Clare College