<table>
<thead>
<tr>
<th>Job title</th>
<th>Marketing and Communication Project Manager</th>
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<tbody>
<tr>
<td>Grade</td>
<td>7</td>
</tr>
<tr>
<td>Salary range</td>
<td>£29,799—£38,833</td>
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<tr>
<td>Staff Group</td>
<td>Corporate Relations and Communications</td>
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<tr>
<td>Department / Institution</td>
<td>University of Cambridge Institute for Sustainability Leadership</td>
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**Role-specific information**

**Role Summary**

The University of Cambridge Institute for Sustainability Leadership (CISL) is a globally influential institute within the University of Cambridge working on a mission to develop leadership and solutions towards a sustainable economy.

This new and exciting role within the Corporate Relations and Communications team is an opportunity for a communications and marketing professional to join a fast growing organisation, supporting senior leaders and leading practitioners who represent business, the public sector and civil society in every industry and on every continent.

The Corporate Relations and Communications team has responsibility for contributing to CISL’s long term goals by building CISL’s reputation and profile as a global thought leader. The team’s work ensures the positioning of CISL within relevant markets and supports long term growth through professional marketing approaches across our education portfolios.

The purpose of this role is to support the team in its delivery of CISL’s communications and marketing strategy, which involves raising the profile of CISL’s thought leadership, demonstrating the value and impact of CISL’s approach to building leadership capacity, engaging CISL’s global network of sustainability leaders, and recruiting individuals and organisations to CISL’s education programmes.

The Marketing and Communications Project Manager will work directly with teams across the organisation; creating new content to retain and grow CISL’s global reputation; project managing communications and marketing campaigns; managing output on CISL’s social media channels; supporting the development of CISL’s network of sustainability leaders; project managing the production of new CISL publications; and developing content for marketing collateral.

We are looking for a dynamic, driven and creative marketing and communications professional with demonstrable experience of delivering a broad range of internal and external communications across multiple channels.
Key Responsibilities

This section details, but is not an exhaustive list, of the specific activities or obligations for which we require and hold the role accountable for.

Communications

- Manage and deliver a communications plan and create content to support the marketing and communications team in maintaining and improving CISL’s global reputation and position.
- Create content for a range of channels including marketing campaigns, news items, marketing emails, website and social media.
- Work with colleagues to develop CISL’s alumni network, providing communications advice, scoping opportunities and creating content to support network activity.

Project Management

- Provide project management for communications and marketing campaigns, providing communications advice to portfolio teams and external stakeholders, and ensuring deadlines and campaign goals are met.

Social Media

- Responsible for monitoring and publishing new content to CISL social media channels including Twitter, LinkedIn and Facebook.
- Provide advice to portfolio teams on the use of social media channels.

Marketing

- Develop content for marketing collateral, deal with and respond to enquiries and manage processes to support business development of Executive Education programmes.
- Provide support for events, including marketing materials, management of logistics, exploring new event opportunities and liaising with internal clients and external suppliers.

Publications

- Project manage the production of publications, including the appointment and management of design agencies and consultants, working with portfolio teams, providing quality assurance checks and ensuring objectives and deadlines are met.
**Person Profile**

This section details the knowledge, skills and experience we require for the role.

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<th><strong>Education &amp; qualifications</strong></th>
<th>• Degree level qualification in relevant subject or Level 6 vocational qualification or equivalent professional experience.</th>
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| **Specialist knowledge & skills** | • Ability to use web content management systems.  
• Technical skills in using online platforms and social media 2.0 channels. |
| **Interpersonal & communication skills** | • Excellent communication skills, specifically the use of appropriate language and correct grammar and spelling.  
• Excellent planning and organisational skills.  
• Excellent interpersonal skills with ability to build effective relationships with internal and external stakeholders at all levels. |
| **Relevant experience** | • Experience of a broad range of internal and external communications disciplines e.g. media, brand/publications, and marketing campaigns.  
• Experience of effectively communicating complex information to a diverse audience.  
• Experience of managing social media channels.  
• Experience of marketing to both individuals and organisations (desirable).  
• Understanding and experience of the business sector (desirable). |
| **Additional requirements** | • A demonstrable interest in Sustainability and committed to the values that underpin CISL's work. |

**Terms and Conditions**

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<tr>
<th><strong>Location</strong></th>
<th>CISL Cambridge, 1 Trumpington street, Cambridge, CB2 1QA, UK</th>
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<tr>
<td><strong>Working pattern</strong></td>
<td>Full time</td>
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<tr>
<td><strong>Hours of work</strong></td>
<td>37 hours per week</td>
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<tr>
<td><strong>Length of appointment</strong></td>
<td>Permanent</td>
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Probation period  9 months

Annual leave  Full time employees are entitled to annual paid leave of 33 days, plus public holidays.

Pension eligibility  You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a defined benefits pension scheme.
For further information please visit: www.pensions.admin.cam.ac.uk/

Retirement age  The University does not operate a retirement age for Unestablished Academic Related staff

Screening Check Requirements
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. If you need further information, you may find the Right to Work page within the ‘Applying for a job’ section of the University’s Job Opportunities pages helpful (please see http://www.jobs.cam.ac.uk/right/have/).

Application Process
To submit an application for this vacancy, please click on the link in the ‘Apply online’ section of the advert published on the University’s Job Opportunities pages. 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.

The closing date for applications is 25 March 2018.

If you have any questions about this vacancy or the application process, please contact CISL Human Resources team at human.resources@cisl.cam.ac.uk

General Information

The University of Cambridge Institute for Sustainability Leadership

The University of Cambridge Institute for Sustainability Leadership (CISL) brings together business, government and academia to find solutions to critical sustainability challenges. Capitalising on the world-class, multidisciplinary strengths of the University of Cambridge, CISL deepens leaders’ insight and understanding through its executive programmes; builds deep, strategic engagement with leadership companies; and creates opportunities for collaborative enquiry and action through its business platforms.

Over 25 years, we have developed a leadership network with more than 7,000 alumni from leading global organisations and an expert team of Fellows, Senior Associates and staff. HRH The Prince of Wales is the Royal Founding Patron of CISL and has inspired and supported many of our initiatives.
The University of Cambridge

The University of Cambridge is one of the world’s oldest and most successful Universities, with an outstanding reputation for academic achievement and research. It was ranked first in the 2011 QS World University Rankings and its graduates have won more Nobel Prizes than any other university in the world. The University comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous colleges.

The University and the Colleges are linked in a complex historical relationship. The Colleges are self-governing, separate legal entities which appoint their own staff. They admit students, provide student accommodation and deliver small group teaching (supervisions). The University awards degrees and its faculties and departments provide lectures and seminars for students, determine the syllabi for teaching and conduct research.

There is much more information about the University at http://www.cam.ac.uk/univ/works/index.html which we hope you will find helpful.

What the University can offer you

One of our core values at the University of Cambridge is to recognise and reward our staff as our greatest asset. We realise that it’s our people who have built our outstanding reputation and that we will only maintain our leading position in the academic world by continuing to attract and retain talented and motivated people. If you choose to come and work with us, you will find that we offer:

- **Excellent benefits** – You will be eligible for a wide range of competitive benefits and services, including numerous discounts on shopping, health care, financial services and public transport. We also offer defined benefits pension schemes and tax-efficient bicycle, car lease and charity-giving schemes.

  We will help you balance your home and work life by providing you with generous annual leave entitlement and procedures for requesting a career break or flexible working arrangements if you need them. You will also have access to a range of well-being support services, including in-house Occupational Health and Counselling services. If you have childcare responsibilities, you may also benefit from the enhanced maternity/adoption pay, two nurseries and a holiday play scheme that we provide.

  We are keen to welcome new employees from other parts of the UK and other countries to Cambridge. If you will be relocating to Cambridge on a centrally funded appointment of two years or more, you may be eligible for our relocation expenses scheme. The University Accommodation Service (http://www.accommodation.cam.ac.uk/) will also be available to help you find suitable rented accommodation and to provide advice on renting arrangements and local facilities, if required. In addition, certain academic and academic-related appointments are eligible for the Shared Equity Scheme which offers financial assistance with the purchase of living accommodation.

- **A welcoming and inclusive environment** - We will help you settle into your new role and working environment through a central University induction event, local induction activities and our online induction package. Where appropriate to your role, you will have a probation period to provide a supportive framework for reviewing your progress and discussing your training and development needs.

  If you are relocating to Cambridge, you and your family will be welcome to attend the Newcomers and Visiting Scholars Group, which provides an opportunity to find out more about Cambridge and meet other people new to the area.

- **Extensive development opportunities** - The encouragement of career development for staff is one of the University’s core values. We put this into practice through various services and initiatives, including:
  - A wide-range of training courses and online learning packages.
- The Staff Review and Development (SRD) Scheme, which is designed to enhance work effectiveness and facilitate career development post-probation.
- Leave for career and personal development, including long-term study leave for assistant staff and sabbatical leave for academic staff.
- The CareerStart@Cam programme, which supports assistant staff roles without higher education qualifications to develop their skills, experience and qualifications. Assistant staff may also apply for financial assistance for study which results in a qualification.
- Reduced staff fees for University of Cambridge graduate courses.
- The opportunity to attend lectures and seminars held by University departments and institutions.
- Policies and processes dedicated to the career development of researchers and the implementation of the principles of the Concordat, which have led to the University being recognised with an HR Excellence in Research Award by the European Commission.

You can find further details of the benefits, services and opportunities we offer can be found in our CAMBens Employee Benefits web pages at [http://www.hr.admin.cam.ac.uk/pay-benefits/cambens-employee-benefits](http://www.hr.admin.cam.ac.uk/pay-benefits/cambens-employee-benefits). A range of information about living and working in Cambridge is also available to you within the University’s web pages at [http://www.jobs.cam.ac.uk/](http://www.jobs.cam.ac.uk/) and [http://www.hr.admin.cam.ac.uk/hr-staff/information-staff](http://www.hr.admin.cam.ac.uk/hr-staff/information-staff).

**Equality of Opportunity at the University**

We are committed to a proactive approach to equality, which includes supporting and encouraging all under-represented groups, promoting an inclusive culture and valuing diversity. We make selection decisions based on personal merit and an objective assessment against the criteria required for the post. We do not treat job applicants or members of staff less favourably than one 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.

We have various diversity networks to help us 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. In addition, we were ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2013 and we hold an Athena SWAN silver award at organisation level for promoting women in Science, Technology, Engineering and Medicine.

We are supportive of staff with caring responsibilities, such as through our flexible working, career break and returning carer’s schemes. We encourage individuals to include details of any breaks in employment due to caring responsibilities in applications for employment so that these can be taken into consideration in assessments made, where appropriate.

**Information if you have a Disability**

The University welcomes applications from individuals with disabilities and 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/](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, CISL Human Resource, who are responsible for recruitment to this position, on +44 12237 68814 or by email on human.resources@cisl.cam.ac.uk.