Communications Officer – Full time 37.5 hours pw
IfM Engage

About the Institute for Manufacturing and IfM Engage

**The Institute for Manufacturing (IfM)** is part of the University of Cambridge’s Department of Engineering. It focuses on research, education, and practice helping organisations and society to "Manufacture a Better World." Its activities involve helping companies develop life-changing products and services, create meaningful jobs, and contribute to a better environment for the future. Additionally, the institute aims to help governments foster innovation and enterprise to deliver social and economic benefits. Its undergraduate and postgraduate education programmes are designed to prepare the manufacturing leaders of the future.

**IfM Engage Ltd** is a limited company owned by the University of Cambridge. The company generates revenue by partnering with organisations across industry, government, and academia to help them solve complex challenges, utilising approaches and knowledge developed at the Institute for Manufacturing (IfM). The profits generated by IfM Engage are donated to the University of Cambridge to support future research. In 2024, IfM Engage was recognised for its strong and positive work culture and was awarded the Investors in People (IIP) accreditation.

**Purpose of the role**

We are looking for an experienced Communications Officer to support the communications activities across the IfM and IfM Engage to help us:

- **Build and enhance IfM's and IfM Engage's reputation** by effectively communicating with target audiences.
- **Create impactful, accessible content** through collaboration with researchers and clients.
- **Develop communication capabilities** within IfM Engage and IfM.

**Responsibilities**

**Content creation (60%)**

- Research, write and publish high-quality articles and news stories about IfM/IfM Engage and promote to key audiences.
- Build strong relationships with IfM researchers to understand activities across the IfM, using this knowledge to create engaging communications that attract key audiences.
- Attend events, when required, to create content and help capture footage and images for promotional videos for use internally and externally.
- Work with the IfM Engage marketing team to support Engage-focused activities and produce content such as impact stories.

**Dissemination (30%)**

- Identify and work with external media channels to expand our reach and engagement with diverse media networks.
- Design and implement a social media plan to engage current target audiences and expand our presence on key platforms such as LinkedIn, Twitter, and Instagram.
- Compile, edit and design the internal IfM monthly newsletter.
- Utilise analytics to make improvements and to ensure optimal messaging and use of platforms.
- Ensure news, articles and announcements are cross-promoted where relevant.

**Communication support (10%)**

- Provide advice and support to researchers across the IfM on appropriate ways to disseminate their research to increase its reach, visibility and impact.
- Serve as in-house editor/proofreader, ensuring that content is accurate, engaging, and aligned with brand standards.
- Support the production of the IfM annual magazine, the *IfM Review*

**Reporting and Support**

The Communications Officer:

- Reports to the Content and Communications Manager.
- Works closely with the Marketing Team to deliver activities in alignment with the IfM Engage marketing strategy.

The Communications Officer will be employed by IfM Engage, based in the Alan Reece Building, Charles Babbage Road, Cambridge.

The role is full-time; however, we are open to conversations around flexible working and operate an ‘office first’ hybrid working policy (at 60% of working time in the office). The salary band for this role is £33,000-39,000 per annum FTE plus a generous benefits package, including healthcare. We encourage applications from all sections of society.

**Skills and attributes**

**Essential:**

- Experienced in writing, editing, and producing written communications for targeted audiences.
- Able to quickly gain a broad understanding of IfM research and turn research outputs into engaging content.
- Skilled in relationship building with the ability to collaborate positively with all members of the IfM community.
- Proven ability to develop and deliver effective multi-channel communications campaigns.
- Experienced in using social media to engage with target audiences.
- Demonstrable experience in producing digital content, for example video or online articles.
- A self-starter with the ability to manage multiple tasks.
- Able to prioritise effectively, work under pressure, and meet deadlines.
- Experienced in translating technical/research content for a wider audience.

**Desirable:**
- Proficient with editing and publishing software, such as Canva or Adobe InDesign, and other relevant design packages.
- Skilled in producing various forms of content, including videos and infographics.
- Knowledgeable in SEO fundamentals and how to use them to drive website engagement.
- Experienced in using content management systems.
- Proficient in producing analytics reports for social media.
- Strong project management skills.
- Interested in social media trends with an eagerness to innovate and generate new ideas.

To apply for this role, please send a CV and covering letter to Alison Martin at ifm-engage@eng.cam.ac.uk

Applicants for this role must have the right to work in the UK. The closing date is midnight on 14 July 2024.

At IfM Engage, we are committed to being transparent about how we collect and use your data and ensure that we meet our data protection obligations. For a more detailed view of the information, we collect and how we process it please check out our Privacy Notice for Job Applicants here.