Policy Communications Officer – Full time 37.5 hours pw
Policy Links, IfM Engage
2-year fixed contract
£40,000 per annum

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 recognition of its strong and positive work culture, IfM Engage was awarded the Investors in People (IIP) accreditation in 2024.

Policy Links is a global not-for-profit innovation policy consultancy unit within IfM Engage that works with governments to develop effective industrial innovation policies. The team provides consultancy services and capacity-building programmes, bringing together the latest academic thinking and international best practices on policy implementation. It forms part of Cambridge Industrial Innovation Policy (CIIP), a dedicated community at the University of Cambridge that takes a unique perspective on innovation policy from the fields of technology and engineering.

Purpose of the role
We are seeking a full-time Policy Communications Officer to increase the visibility of the Policy Links Unit to external audiences. Working alongside the IfM Engage Communications Manager on a variety of dynamic and globally focused projects, the Policy Communications Officer will:

- **(50%) Manage communication and dissemination tasks for the 'Turning the World Risk Poll into action' project**, a key initiative of the Unit which aims to inform better digital, labour, and industrial policies. The Lloyd's Register Foundation World Risk Poll is the first and only global study of worry about and harm from risks to people's safety. Activities will include developing clear and accessible content, such as policy briefs, films, and infographics, and disseminating it to policy practitioners globally.
- **(25%) Create and promote outputs to build thought leadership in industrial innovation policy, attract interest, and enhance credibility.** This will involve creating engaging content for print, web and social media to establish the Unit's expertise in global technological and industrial developments.
- **(25%) Provide tailored communications support** for project delivery as needed.

*Work distribution is tentative and subject to change.*

Main duties and responsibilities:
- Plan and deliver engaging content that supports the Unit's 'Turning the World Risk Poll into action' project, including producing policy briefs and films for global policy practitioners and supporting events.
• Contribute to developing and implementing a comprehensive communication strategy for the team.
• Actively seek opportunities to enhance the communication of the unit’s work and project outcomes.
• Provide support to team members for stakeholder engagement, including preparing and editing policy briefings, reports, blogs, and presentations.
• Draft and edit reports, social media posts, and web content and the Unit’s blog series, ensuring high-quality, engaging, and informative activity to enhance the Unit’s presence and outreach.
• Update and add content to the Cambridge Industrial Innovation Policy website.
• Use social media, especially LinkedIn, to build a web presence and generate interest in the network.
• Maximise communication opportunities through existing global partnerships, such as with the World Economic Forum and the United Nations.
• Communicate new reports and outputs to our target audiences using social media channels, mailing lists and other networks.
• Find, develop, and pitch news stories and thought leadership pieces to the national press, bringing the unit’s expertise to the forefront.

What we are looking for:

Essential:
• Educated to degree level in a related subject or equivalent level of experience.
• Minimum 5 years experience in writing policy briefs and other outputs for policy audiences.
• Minimum 5 years experience working with external stakeholders and partners in the UK and overseas.
• Minimum 5 years experience in delivering communications programmes through a variety of media (e.g. press, social media, email, events).
• Ability to understand and translate complex policy into engaging communications for policy audiences.
• Excellent verbal and written communication skills, with a high standard of accuracy and attention to detail.
• Self-starter with the ability to manage multiple tasks and excellent organisational skills.
• Working with independence, intelligence, drive and initiative.
• Willingness and ability to travel independently in the UK and overseas.

Desirable:
• Experience working with national media on industrial policy or policy issues.
• The ability to quickly gain a broad understanding of Policy Links outputs and target audience.
• Knowledge of the UK and international policy space and/or industrial innovation.
• Previous experience with UN organisations or multilateral institutions such as the OECD and the World Economic Forum.
• Skilled in producing various forms of content, including videos and infographics.
• Experienced in using content management systems.

Find out more about Cambridge Industrial Innovation Policy:
https://www.ciip.group.cam.ac.uk/
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 for this role is £40,000 per annum plus a generous benefits package, including healthcare.

This role is based in Cambridge.

IfM Engage has a responsibility to ensure that all employees are eligible to live and work in the UK.

How to apply:

Please send a CV and covering letter to ifm-engage@eng.cam.ac.uk

The closing date for the role is 17.30 12 August 2024. We look forward to your application.

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. https://www.ifm.eng.cam.ac.uk/privacy-policy-ecs-job-applicants/