

## Job Description: Publicity and Communications Officer

<b>Job title:</b>	Publicity and Communications Officer
<b>Purpose of role:</b>	To effectively promote the Woolf Institute's wide-ranging activities
<b>Line manager:</b>	Director of Studies
<b>Line manages:</b>	N/A
<b>Salary:</b>	£25,000-30,000 (depending on experience) (plus generous pension scheme)
<b>Hours:</b>	Full-time 37.5 per week, for an initial period of 2 years
<b>Working environment:</b>	Office

### The Woolf Institute

The Woolf Institute ([www.woolf.cam.ac.uk](http://www.woolf.cam.ac.uk)) aims to be the leading body in the world for undertaking and disseminating research into the complex relationship between different faiths and cultures and, in particular, between Jews, Christians and Muslims, and the wider community.

It seeks to build its profile and reputation in the public sphere, reinforcing its goal to influence faith leaders, academic institutions, opinion formers and policymakers. The Institute is moving into its new £9m building in Cambridge which will provide a powerful platform to communicate its public purpose and step up its engagement across media channels.

### Role Summary

An exciting opportunity has arisen for the position of Publicity and Communications Officer. The purpose of the role is to boost the profile, reputation and awareness of the Woolf Institute in the public sphere through the media. To achieve this, the postholder will carry out an effective marketing and communications plan in order to promote the Institute's four major areas of activity: research, teaching, public education and policy.

The ideal candidate will deliver effective publicity, have knowledge and understanding of interfaith work and bring enthusiasm, commitment, a strong work ethic, and experience in planning. They will need to be able to commute easily to the Cambridge area.

This position is available on a full-time basis for an initial period of two years.

### Key responsibilities

#### Public Relations and Publicity

- Manage PR campaigns and publicity;

- Research stories, write and disseminate press releases; liaise with, and provide information to, the media and arrange interviews with members of staff and the broader Cambridge research community as necessary;
- Write promotional materials (such as brochures and fliers) for events, courses etc. in consultation with the relevant staff;
- Promote events, news, teaching and research through various media channels;
- Conduct appropriate research to target new audiences;
- Collate information for in-house publications.

### **Website and E-marketing**

- Ensure the maintenance of a high quality online presence, namely:
  - Create social media content (Facebook and Twitter accounts) and optimise Institute staff input in conjunction with the Social Media and Project Officer;
  - Update Institute information on external websites and directories;
- Provide ideas and help develop new e-marketing materials;
- Maintain publicity/communication contacts on the database and keep a communications diary;
- Maintain and develop informative and engaging digital and video content.

### **Events**

- Assist in the organisation of events (e.g. taking photos, tweeting, setting up video and filming);
- Participate in fundraising events for the Institute.

The post holder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his/her line manager.

## **Person Specification**

### **Essential**

### **Qualifications**

Educated to degree level or equivalent (preferably in mass communications, marketing, journalism, public relations or related field)

### **Experience/Knowledge**

- Experience in a marketing and communications role;
- Significant experience of using social media in communications;
- Experience of writing, editing and producing written communications for targeted audiences.

### **Skills**

- Excellent communication skills in written and oral presentation;

- Familiarity with Google and social media analytics;
- Excellent organisational and administrative skills;
- A high level of accuracy and attention to detail;
- Experienced user of Microsoft Office packages.

### **Attributes**

- Ability to work within a fast-paced work environment and as part of a small team;
- Ability to show initiative and creativity;
- Ability to deliver on schedule and meet deadlines;
- Willingness to learn;
- Able to commute easily to the Cambridge area.

### **Desirable**

#### **Experience/Knowledge**

- Knowledge and understanding of interfaith work;
- Prior experience in higher education or the charity sector;
- Knowledge of implementing marketing strategy.

### **Terms and Conditions**

Normal hours of work are 37.5 hours per week. There will be a need occasionally to travel and attend evening and weekend events and meetings. Overtime will not normally be paid but time in lieu may be taken. There are 25 days holiday per year in addition to Public Holidays.

### **Application process**

To apply for the role, please send your CV (including contact details of two referees) along with a covering letter detailing how you meet the person specification to Tina Steiner ([bs411@cam.ac.uk](mailto:bs411@cam.ac.uk)) by 12 noon on Friday 24 August 2017.

Interviews will be conducted on Tuesday 5 September 2017.