

CAMBRIDGE PHILOSOPHICAL SOCIETY
17 Mill Lane, Cambridge CB2 1RX
COMMUNICATIONS OFFICER

Job Description

The role of the External Communications Officer is to take overall responsibility for the communication of events, activities, promotion of membership, and outputs of The Cambridge Philosophical Society ("the Society").

This role includes the following:

1. To ensure the public face of the Society is up to date:
 - a. Maintaining the Society web pages [www.cambridgephilosophicalsociety.org], ensuring that they are refreshed and updated with relevant and regular news items, video interviews, podcasts and other information as appropriate.
 - b. Reviewing the Society web pages on a regular basis to ensure that they are accurate and up-to-date, in consultation with the Executive Secretary.
 - c. Liaising with preferred suppliers to create videos and podcasts for upload to Society webpages, Facebook, Twitter, Instagram and YouTube.
 - d. Maintaining the Society Facebook pages, Twitter and Instagram communications; keeping the Society YouTube channel regularly updated.
 - e. To be the first point of contact between the media and the Society, handling enquiries and ensuring they are followed up promptly.
 - f. Preparing and circulating information on key Society events to Society members, the University of Cambridge and the general public.
 - g. Develop a detailed understanding of the aims of the Society in order to identify stories and opportunities for promotion purposes including, promoting membership of the Society.
 - h. Managing the Society's mailing lists.
2. To raise the exposure of the Society and its activities to attract a wide audience with a particular emphasis on engaging with current and prospective graduate students, in addition to all other members of the University of Cambridge and members of the public. Identifying those activities and events of the Society most likely to stimulate University and public interest. Planning a communications and marketing strategy for each event, in collaboration with the Executive Secretary. Evaluate and review these strategies to adapt to changes in online media outputs and the wider environment.
3. To be active in seeking opportunities for providing greater exposure to Society events and its activities:
 - a. Being aware of key events (such as science festivals, science conferences, departments in the natural sciences, etc) happening in Cambridge and around the UK in order to promote the events within the programme.
 - b. Working closely with the Executive Secretary in organising and promoting Society lectures, membership and events.
 - c. Arranging publicity and media exposure of Society events and its activities, especially those that are not part of the routine activities of the Society in Cambridge.

- d. Taking responsibility for advertising and promoting the Society's lectures, events and membership.
- e. Maintain accurate, regular and up-to-date analyses of website and online activities, prepare web usage statistical reports in order to inform strategy. Manage the reporting of analytics for social media channels. Review the effectiveness of communications campaigns and events to ensure the strategic communications and objectives are being achieved. Deliver site improvements and innovations as required.
- f. Maintain a database of all Society media outputs.

The successful candidate will have relevant background experience (see below) and enthusiasm for communication, together with a willingness to engage with the Society, its members and supporters. The post holder will be based at the Society's offices located in the 17 Mill Lane, Cambridge. The salary for this 0.5 FTE position (18.5 hours per week) will be £15,471-£16,899 (£30,942-£33,797 FTE), depending on qualifications and experience, plus employer's pension contributions. There is an initial six months probationary period. Annual leave may be taken at 0.5 of the rate of 36 working days including public holidays (pro-rata).

Applications, should include a cv, name of three referees, and a covering letter summarising the relevance of the applicant's background and experience for this position. Applications by email only with .pdf attachments only should be sent to: philosoc@hermes.cam.ac.uk by 18 September 2020.

QUALIFICATIONS REQUIRED

Essential

- Good interpersonal people skills
- Proven organisational and administrative abilities
- Experience of a using website content management systems to update and curate websites
- Excellent project management skills
- Ability to write good prose and proof read documents to a high standard
- Interest and knowledge of the natural sciences
- Good understanding of data management, copyright issues and confidentiality.
- Experience with social media Facebook, Twitter etc
- Experience sourcing subjects and participants for videos and podcasts and working with external contractors to produce these

Desirable

- Previous experience in a relevant job involving media communications
- Science degree/background
- Experience in communicating science
- Knowledge of Drupal software