Selwyn College Cambridge

Communications & Marketing Officer

Job Description

Job Title: Communications and Marketing Officer

Department: Development

Reports to: Development Director but also works closely with Head of
Communications

Contract Type: Permanent, full-time, 35 hours per week

Role and Context

The Communications and Marketing Officer creates high-quality publications, marketing materials, and digital content for Selwyn's alumni, donors, and wider audiences. Established in 2023, this role helps ensure close, day to day, links between the college's Head of Comms, whilst working within the Development Office and helping to keep over 7,000 alumni engaged across the world.

The postholder manages three major annual publications (Magazine, Annual Report, Calendar), produces regular e-newsletters, markets alumni events, and creates visual content including photography and social media. The role requires regular attendance at college events for photography and event support, including some evenings and weekends (typically 1-2 events per month, with peaks during Michaelmas and Easter terms). Time off in lieu is provided. The post is something of a hybrid, working with the Development Director and within the alumni and development office while also working closely, day to day, with the Head of Communications. In practice, this works well as the strategic aims of the college's Comms programme are closely aligned with those of the Development Dept. You will need excellent editorial, design, and photography skills, with the ability to work independently and manage multiple projects across different timeframes.

The small but increasingly busy alumni and development office is responsible for keeping in touch with over 7,000 alumni of Selwyn College scattered all over the world. The production and delivery of regular and effective comms is one of the most important ways

for the College to maintain and develop its relationships (including fundraising) with alumni, friends and other potential supporters; this position is integral to that operation. Specifically, the post liaises with the Alumni Events role/team in promoting online and live events via email invitations, social media and other traditional publication opportunities. Close attention to detail and a good eye for creating visually attractive communications is required.

The role will require occasional liaison with individual alumni who contact the office with a wide variety of enquiries. This requires sensitivity and tact, together with a flexible approach to communications using letter, email or phone as required.

When fully staffed, the Alumni and Development Department will comprise six individuals, two of who are part time and four full time: the Development Director (p/t), the Major Gifts and Legacies Manager (f/t), the Development Officer (f/t), Alumni Relations Officer (f/t), Database Manager (p/t) and this post.   Although each role has its own specific tasks to fulfil, the team is flexible and works closely together during busy periods. As a member of this close-knit team, the post can expect help and support as needed, as well as being expected to reciprocate by helping with other fundraising and alumni activities as required.

Members of the Alumni and Development Office enjoy a light and spacious open plan office within the recently refurbished former library building. Team members are expected to work from the office as this improves communication and learning, mutual support and efficiency. Occasional working from home or variable hours will be considered, but working from the departmental office is the norm and encouraged wherever possible.

Key publications:

- **Selwyn Magazine** (annual, June) - principal responsibility for editing and production, working with the Master and Head of Communications
- **Annual Report** (annual, April) - compiling donor records and articles from the college community, including alumni, students and fellows
- **Calendar** (annual) - supporting the editorial board led by Peter Fox
- **E-newsletters** - regular updates to alumni internationally

Wider communications support:

- Photography at college events for use across all channels
- Social media content creation working with Head of Communications
- Event marketing materials and audience segmentation
- Website content updates
- Managing digital asset library

Close attention to detail and a good eye for visual communications are essential. You'll need to be comfortable working independently during periods when the Head of Communications is not on site (typically 3 days per week), with clear protocols for decision-making and escalation.

Main duties and responsibilities

Publications

- Edit and manage production of Magazine, Annual Report, and Calendar to deadline and budget
- Ensure editorial quality and brand consistency across all publications
- Compile and design regular e-newsletters to alumni
- Liaise with contributors, designers, printers, and suppliers
- Manage publication budgets

Marketing and events

- Create marketing materials for alumni events
- Segment audiences and design targeted invitations
- Support Alumni & Events Manager with event promotion
- Attend events (some evenings/weekends) and provide on-site support
- Assist with live-streaming when required

Visual content and digital

- Photograph college events, Fellows, students, and facilities
- Create social media content (copy, images, video) with Head of Communications
- Maintain organized digital asset library, liaising with Archivist
- Support website content updates
- Produce short videos for alumni communications and social media

Data and Administration

- Update database (Raiser's Edge) with publication records
- Record responses to communications and provide analytics
- Support development team administration during busy periods
- Liaise with alumni enquiries via letter, email, or phone

Collaboration

- Work with Head of Communications on college-wide communications projects
- Support Admissions and other departments with photography and design needs
- Attend Development Committee and other meetings as required

The post holder will be expected to carry out any other duties as may be reasonably requested by the Development Director and/or Head of Communications. This job description may change from time to time in consultation with the post-holder.

Requirements

Essential:

- Good first degree or equivalent
- Excellent photography skills with strong portfolio
- Desktop publishing proficiency (Adobe InDesign, Photoshop)
- Social media content creation experience
- General office and IT skills
- Ability to work independently with limited daily supervision
- Comfortable with the hybrid nature of the post (working within the Development team but also working closely with the Head of Communications)

Desirable:

- Video editing skills
- Website CMS experience (Drupal or WordPress)
- Understanding of higher education or charity sector
- Live-streaming or AV skills

Person specification

We're looking for someone who:

- Has a love of language and is visually creative with an excellent eye for photography
- Is well organized and can manage multiple projects across different timeframes
- Pays close attention to detail and accuracy
- Is a self-starter who can manage their own workload and make sound judgments independently
- Communicates maturely with a wide variety of people
- Is flexible and works collaboratively across teams
- Can balance competing priorities from multiple stakeholders
- Is enthusiastic about higher education and building community engagement

Working arrangements:

- The Head of Communications works 0.6 FTE (typically 3 days/week)

- You'll have weekly planning meetings and clear protocols for when they're not available
- Development Director (full-time) provides additional day-to-day support
- You'll need to be proactive in managing upwards and comfortable with independent working
- Role requires attendance at some evening and weekend events

Career development: This role offers exposure to the full communications mix (editorial, digital, visual, strategic) with mentoring from an experienced Head of Communications and opportunities to develop skills in video, live-streaming, and strategic communications.

Where you fit in the structure: