

## **JOB DESCRIPTION**

**Job Title:** Communications Manager

**Department / Business Stream:** International Network, Cambridge International Examinations

**Location:** Cambridge

**Reports to:** Head of Brand, Digital and New Services

### **JOB PURPOSE**

To ensure that Cambridge customers (direct and through an intermediary) understand and can correctly manage all our exam regulations and administrative processes by managing our communications for exams officers.

This role is “editor in chief” for communications, for example digital content, e-newsletters, social media, video and printed materials.

The communications officer makes sure that agreed schedules and targets for production and distribution of all materials are met. The drives and leads the dialogue between Cambridge and existing and new exams officers in the UK and overseas.

This role is also responsible for our exams officer training, managing the Training Support Coordinator – Exams Officers.

### **PRINCIPAL ACCOUNTABILITIES**

#### **Communication**

Review the ‘exams cycle’ communications strategy and approach for our operational communications to schools’ exams officers and exams managers within our Cambridge Associates to ensure it is effective and fit for purpose. Continually improve operational communications to exams officers through reporting, effective control, securing senior management approval at review and final approval stages and by ensuring all staff understand and buy-into the strategic direction and necessary improvements needed for exams officers’ communications

#### **Annual communications plan**

Draft, obtain approval and implement all activity in an annual communications plan. Make sure communications are clear, consistent, timely and reach the target audience so our exams officers have all the information they need to do their jobs effectively. This involves strategic selection of the right channels and messages, for example, monthly eNewsletter, discussion forums, digital and printed materials.

#### **Continually improve communication by acting on feedback**

Strategic analysis of customer enquiries on a regular basis, for example, at the end of each exam series, and use market research, for example, customer satisfaction survey, to continually improve our current and future communications and processes to make it as easy as possible for our exams officers to do business with us.

### **Collaboration across Cambridge**

Establish and maintain strong working relationships and dialogue with key staff across the organisation to ensure buy-in and joined up approach to our communications in this area. This will be achieved by regular one-to-ones with key staff and attending and contributing to other key team and cross divisional meetings.

### **Training**

Managing the Training Support Coordinator – Exams Officers to shape and deliver an online training programme that effectively meets the needs of exams officers.

### **Quality**

Contribute to the development of our business through the quality programme, ensuring that within their work programme, sufficient compliance with the ISO9002 quality standard to maintain accreditation.

### **Future developments**

Ensure exam officers' communications needs are considered and supported during requirements gathering ahead of implementation of future Cambridge Assessment systems changes and policy developments.

## **KNOWLEDGE, SKILLS AND EXPERIENCE**

### **Qualifications**

- Educated to degree level or equivalent, possibly in English language.
- Knowledge of best practice use of digital media and how to apply it.
- CIM Marketing Diploma (desirable)

### **Skills**

- Advanced written business communication skills
- A high level of verbal and written skills.
- Excellent project management skills to systematically achieve goals and objectives.
- Highly IT literate in all Microsoft Office software advanced skills in PowerPoint and Word also an advantage.
- Analytical thinking from data and verbal sources with reporting skills.
- Strong organisation skills with good attention to detail
- Excellent editorial skills
- Excellent interpersonal skills

## **Experience**

- Experience of working in a similar sized organisation delivering complex processes
- A good awareness of the global education sector– with an understanding of the political, educational, and other factors impacting upon the contexts in which an awarding organisation works.
- Planning and organising. With effective time management.
- A communications professional or professional approach to communication (marketing background OK but this is not a marketing post)

## **Behaviours**

- A high degree of diplomacy
- Highly proactive with a positive 'can do' attitude
- Completer/finisher
- Creative approach to problem solving