University of Edinburgh
Job Description

1. Job Details
Job title:   Communications Manager
School/Support Department:  Development & Alumni
Line manager:   Deputy Director, Campaigns & Communications

2. Job Purpose
• The purpose of the post is to take the lead role in developing and implementing the marketing communications strategy for the University’s fundraising campaign, the Edinburgh Campaign: Enlightenment in the 21st Century, the largest fundraising campaign in the history of the University and one of the largest ever launched in the UK.
• The Communications Manager is responsible for developing an effective long-term strategic vision for communicating the goals and priorities of the Campaign through a wide range of communications channels with the ultimate aim of cultivating a positive image for fundraising at the University. This will contribute to the establishment of a ‘culture of giving’ to the University among a wide audience of alumni, donors, prospects and stakeholders.
• This is a key strategic role which involves sensitivity to the Campaign’s audiences in developing a complex mix of communications activities which will ensure maximum exposure for the activities of the Campaign’s component fundraising projects and for the department’s wider alumni programme of events.

3. Main Responsibilities

1. Develop the long-term vision and strategy for marketing communications for fundraising at the University in line with the strategic objectives of the Edinburgh Campaign 10%

2. Develop, implement and manage a complex mix of integrated communications activities in close consultation with fundraising, stewardship and alumni teams and academics across the University to maximise visibility of development office fundraising activities 40%

3. Develop and project manage the production of communications tools specifically for the Campaign launch and other Campaign events working closely with the stewardship and PR managers 10%

4. Identify and produce news stories and content for a range of departmental and University-wide publications to support fundraising activities and engender wider support for the Campaign in the run up to, and following the Campaign launch. 10%

5. Lead the development of the Campaign’s on-line presence, providing on-line networking facilities for alumni clubs and reunions and on-line giving and developing e-marketing activity to donors and alumni 5%

6. Work with the Campaign Public Relations Manager to develop an internal communications strategy for the Campaign aimed at encouraging University personnel and internal stakeholders to support fundraising at the University 5%

7. Work closely with the Stewardship Development Manager to develop a programme of communications aimed at making donors feel valued and recognised 10%

8. Manage a wider range of suppliers including design, direct mail and online agencies achieving optimum service and value for money and operating in accordance with University procurement guidelines 10%

4. Planning and Organising

1. Develop and implement long-term strategic and operational plans for the department’s communications in line with Campaign strategic objectives

2. Develop communications plans to meet the needs of 33 (approx) fundraising projects and alumni activities in consultation with major gift project leaders and the stewardship and alumni functions

3. Manage the sourcing, briefing and appointment process for a range of suppliers of print, design, electronic communications and multi media

4. Project management of communications projects across a wide range of areas
5. Plan and implement systems and procedures to enable development and delivery of web and electronic services

6. Manage communications budget of £150k

7. Develop systems to monitor success of print and on-line communications tools

5. Problem Solving
1. Identify effective and innovative communications strategies and activities to promote projects and department activities and advise individuals involved on best course of action

2. Generate new ideas and methods for communicating effectively with donors and alumni and develop these successfully with the campaign team

3. Monitor effectiveness of communications activities and refine plans and projects accordingly

4. Work with Director to solve issues of support required to deliver communications activities

5. Track and analyse audience profiles to identify changing needs of communications activities

6. Work with Stewardship Development Manager on an on-going basis to identify how to use communications activities to enhance and support the building of relationships with donors

6. Decision Making
1. Analyse and select suppliers that provide suitable, high quality and cost effective services for communications activities

2. Decide on the timings and choice of media to communicate departmental/project activities in an integrated and well-planned manner

3. Choose relevant media to promote activities

4. Choose feasible solutions for the delivery of on-line services (on-line giving, interactive networking)

5. Decide on best ways of dealing with external and internal individuals who have an issue with any communications matters

7. Key Contacts/Relationships
1. Working closely with Stewardship Development Manager and Campaign PR Manager

2. Working closely with fundraising, Edinburgh Fund and alumni staff on communications activities

3. Working with operations team on budgeting, data extraction, on-line giving and general operational matters

4. Liaison with academic staff to develop and deliver communications activities for fundraising projects

5. Liaison with CPA department re university publications and PR activities for the Campaign

6. Liaison with students, alumni and academics to source news stories and case studies for publications

7. Development of good working relationships with suppliers in a wide range of fields

8. Knowledge, Skills and Experience Needed for the Job
1. A strong background in marketing communications at a strategic and operational level and ability to develop and manage a wide range of simultaneous activities

2. A good knowledge of branding and developing and applying effective branding strategies for organisations

3. A degree and marketing qualification

4. Excellent analytical skills and the ability to generate ideas and solutions to communication issues.

5. Good project management skills

6. Experienced in writing for a wide range of media

7. A good knowledge of press and PR

8. Experienced in managing and motivating a team

9. Experienced in managing suppliers including briefing, appointing and managing on-going supplier relationships

10. A good knowledge of the design and print production process

11. A track record in developing websites and electronic communication

12. A knowledge of data protection issues around print and electronic communications

13. Experienced in working in an advisory role at a variety of levels on marketing issues

9. Dimensions
1. Working to develop initiatives targeting the University’s 130,000 alumni

2. One direct report

3. Overseeing the development of all communications activities to ensure that the Edinburgh Campaign is consistently communicated and that all activities are synchronised and integrated
4. Managing the communications budget of approximately £150K
5. Providing marketing advice and support to the fundraising team of 9, alumni team of 3 and academic staff throughout the University
6. Working closely with stewardship and media functions of the department

10. Job Context and any other relevant information
Required to react to evolving needs and review strategies and activities as the campaign and projects develop. Working with a number of academic departments, it is important to take on board political sensitivities when developing communications activities. This equally applies to the external audiences that are exposed to communications. It is also important to respond to the rapidly-changing technological environment that characterises how people at large wish to communicate.