



Emmanuel College
Cambridge CB2 3AP

Job Description for – Engagement Officer (Communications & Stewardship)

Line Manager – Engagement Manager

BACKGROUND INFORMATION

Emmanuel is one of the Colleges that make up the collegiate structure of the University of Cambridge. We provide a community-focused environment for learning, living and working in peaceful and beautiful grounds situated in the centre of the city. The College was founded in 1584 by Sir Walter Mildmay and has been a centre of outstanding learning ever since. It currently has around 700 students (undergraduate and postgraduate), 90 Fellows (who teach and research at the College) and 180 staff. We welcome people into the Emma community from across the globe, of many different backgrounds, with many different experiences.

The Development Office supports the college in its charitable purpose by building and maintaining a supportive, lifelong, two-way relationship with Members (alumni), and engaging the community of members and friends to contribute their time, expertise and philanthropy. Between 2015 and 2022, the Development Office raised £38m in new philanthropic income through the Emma enables campaign. This was the college's most successful campaign ever and saw a significant uplift in philanthropy across major, regular, and legacy giving.

PRINCIPAL RESPONSIBILITIES

The post-holder's principal objectives are to support the delivery of the college's annual member (alumni) communications programme, including supporter stewardship, to strengthen connections between the College and its members. This role will suit a creative, positive and motivated individual who enjoys storytelling through varied communications activities, building relationships, and working as part of a busy and friendly Development team.

Communications

- Produce the Development Office's *Emma Connects* email newsletter for alumni, gathering news and interesting, informative and entertaining content on the life of the college.
- Support the Engagement Manager with the preparation of the *Emmanuel College Newsletter*, printed and distributed three times a year, including sourcing and drafting content, and sourcing or arranging photographs.
- Develop and maintain a system for the gathering of college news items, through regular touchpoints with representatives from college departments, for use in print and digital communications.
- Liaise with vendors and suppliers of photography, videography, and design services.
- Design graphics for use in Engagement campaigns.
- Produce alumni-focused content and messages for the college's social media channels, in collaboration with the Engagement Manager and other teams in the college.
- Conduct research into the communications practices of other colleges and universities.

- Keep abreast of emerging technologies, trends, and communications practices in the college and university development sector.
- Assist with the management and marketing of college merchandise for members.

Supporter Stewardship

- Support the Engagement Manager with the preparation of print and digital stewardship collateral, including reports on supporter impacts, regular update emails, new supporter messages, Christmas cards, and other materials as required.
- Conduct interviews with students and Fellows for impact reporting purposes.
- Work with the Engagement Manager and Engagement Officer (Events & Member Relations) on elements of stewardship events, including sourcing speakers, producing supporting content and event collateral to maximise value to supporters and the college.

Administration

- Extract data sets for stewardship event invitations, segmentation for communications campaign purposes, research, reports, and other purposes as required.
- Update members' data on the Raisers' Edge database, including setting alerts to trigger time-based alumni relations and stewardship actions.
- Ensure that data is recorded accurately and concisely on the Raiser's Edge database.
- Liaise with the Database & Gift Manager and Database Officer to ensure data is extracted and updated accurately.
- Attend the college's biweekly *Communications Working Group* meetings with the Engagement Manager.
- Work collaboratively with colleagues in the Development team and across the college in delivering the overall Development Strategy.
- Manage own workload, agreeing priorities and timescales to meet schedules and deadlines in an effective and efficient manner.
- Maintain a high level of confidentiality in the maintenance of personal and financial records and ensure compliance at all times with Data Protection legislation.
- The observance is required at all times of the College Equal Opportunities, Health & Safety and Computer Acceptable Use policies together with the College policy on the application of the General Data Protection Regulations. Copies of these policies will be given to the post holder as part of the induction process.
- Any other duties and responsibilities consistent with the post may be reasonably requested from time to time.

There will occasionally be the requirement to work additional hours during peak periods, but this will be sufficiently planned in advance with time off in lieu.

PERSONAL SPECIFICATION	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A-level or equivalent relevant experience 	
Skills & knowledge	<ul style="list-style-type: none"> • A high standard of computer literacy, (especially in email marketing platforms, relationship management platforms and Microsoft 365). • Experience of producing copy and content for a variety of purposes, audiences and channels, including email campaigns, social media posts, websites and publications. • Experience of producing graphics and templates for social media and presentations, utilising the Adobe suite, Canva or a similar platform. • Excellent administration skills and the ability to adapt to changing requirements. • Strong interpersonal skills and tact when dealing with confidential or sensitive matters. 	<ul style="list-style-type: none"> • Knowledge of the Mailchimp platform is beneficial. • Knowledge of Raiser’s Edge relational database would be an advantage. • Experience of editing videos is desirable.
Relevant Experience		<ul style="list-style-type: none"> • An understanding of the Collegiate University. • Previous experience in a communications and/or stewardship role is beneficial.

<p>Personal attributes</p>	<ul style="list-style-type: none"> • Excellent interpersonal and communication skills, with a good command of the English language, both orally and written. • Ability to use own initiative and work under pressure, but also a team player comfortable working closely with colleagues. • Meticulous attention to detail and good organisational skills. • Ability to work to tight and competing deadlines. • Commitment to the ethos and purposes of the college. 	<ul style="list-style-type: none"> • An understanding of and appreciation for the importance of philanthropy to the college, and the factors that motivate members to offer support.
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