



EMMANUEL COLLEGE

JOB DESCRIPTION – Events & Communications Manager

LINE MANAGER – Head of Development & Member Relations

Background Information

The Events & Communications Manager reports to and works closely with the Development Director and Head of Development and Member Relations, and has line-management responsibility for the Development Assistant. This is a key role in the development team.

The purpose of the role is to build strong and engaged relationships between the college and its students, staff, members and donors, and support the college's alumni engagement and fundraising ambitions, by developing and delivering events and communications of the highest quality.

Principal Responsibilities

The post-holder's primary responsibilities are to: develop, deliver and evaluate an annual events programme; develop and manage a range of communications, including lively, interesting publications; enhance and grow networks between members of all ages; and develop the Development Office's digital presence.

This is a central, visible and exciting role that requires interaction with all parts of the college community. The post-holder is expected to approach the role with a dynamic, flexible, pro-active and strategic approach.

- Develop and deliver Development, Emmanuel Society, and some college events:
 - Lead in conceiving and programming the annual cycle of events.
 - Administer, publicise, take reservations, and book venues for events.
 - Draw up table plans for formal dinners and provide briefing notes as appropriate.
 - Attend the majority of events.
 - Liaise with the Emmanuel Society committee and attend their meetings on some Friday evenings.
 - Liaise with other members and key volunteers as appropriate.
- Produce alumni and fundraising publications:
 - Produce fortnightly editions of the e-newsletters (Emma Connects) and thrice-yearly hard-copy newsletters.
 - Liaise with college members to commission articles for publication, and with designers, photographers etc.
 - Prepare biographical booklets for those attending reunions, concert programmes and publicity.
 - Compile the News of Members section of the College Magazine.
 - Assist with editorial aspects of the Emmanuel College Review where necessary.
 - Other publications as required.

- Manage Development Office print requirements in line with agreed branding guidelines:
 - Maintain the college publications programme including flyers for mailings, extracting data, liaising with mailing houses.
 - Produce Christmas and other cards (both printed and electronic for Development Office purposes).
 - Other print requirements as required.

- Manage and promote the Emma community of supporters and Members:
 - Be responsible for replying to queries from Members and supporters in a prompt and efficient manner, with assistance from the Development Assistant
 - In association with the college's Communications & Information Officer, actively seek, develop and propagate stories to raise the profile of the college and its Development activities.
 - Collate and generate new content for the Development Office and Emmanuel Society websites and blogs.
 - Maintain, populate, and develop the Development Office's presence on Facebook, Twitter, LinkedIn and Instagram accounts, working closely with the Fundraising Manager and the college's Communications & Information Officer.
 - Be responsible for the administration of sales of college merchandise and the development of new products.
 - Update and interrogate the Raiser's Edge database as required and in liaison with the Research & Database Manager.

- Strategy and evaluation:
 - Develop and introduce measures to assess and evaluate both the events and communications programmes, ensuring that the programmes are refreshed as necessary to meet key college and Development Office objectives.

The post-holder is also expected to undertake any other duties and responsibilities that are consistent with the post of Events & Communications Manager, as reasonably requested from time to time.

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 GDPR. Copies of these policies will be given to the post holder as part of the induction process.

The post-holder is expected to be present at the majority of events organised by the Development Office, to get to know members, ensure the smooth running of the events, identify potential future enhancements and manage any unexpected complications. These events may take place in Cambridge, London and occasionally further afield, and will involve Friday evening and between 4-6 weekends work for which time off in lieu will be given.

Technical skills

- Exceptional event creation, management and evaluation skills.
- The ability to work independently to produce clear, accurate copy that reflects the college's voice and tone.
- Excellent IT skills (MS Office), with experience of Mailchimp, Eventbrite, as well as experience of digital social media platforms.
- Design skills are advantageous e.g., InDesign or similar software.
- Familiarity with relational databases, experience of Raisers Edge is advantageous.
- Good understanding of GDPR within the alumni relations and events space and its impact on database management, data retention and consent.

Person Specification

- Educated to degree level or equivalent.
- A strategic thinker and problem-solver.
- Strong experience of designing and managing high-quality events (both in-person and virtual).
- Knowledge of communications/public relations/marketing, including use of digital, social media, print and/or broadcasting.
- An understanding of alumni relations and fundraising, and of the Collegiate University context.
- Energy, flair, creativity and a belief in the power of philanthropy to make a difference to the College and the wider world.
- Exceptionally strong interpersonal skills and the ability to communicate effectively and build relationships with stakeholders in a positive, friendly, flexible, and enthusiastic manner.
- Track record of being a highly effective team player with a friendly, efficient, polite manner, along with the ability to use own initiative.
- Excellent written communication skills and ability to prepare and deliver written briefings and reports.
- Line management experience desirable.
- Ability to manage own time and events timing effectively, and monitor performance against deadlines and milestones.
- Methodical and structured ways of working, with a keen sense of forward planning, prioritisation and execution skills, with meticulous attention to detail.

