



Robinson College
Communications Manager
Part Time, Job Share

CANDIDATE INFORMATION PACK
CLOSING DATE: MONDAY 8 JUNE
2026



About Robinson College

The College is a centre of academic excellence with about 400 undergraduates and about 300 postgraduates. Sir Richard Heaton is Warden of the College and there are approximately 90 Fellows and 125 non-academic staff.

Robinson College is the most recent addition to the 31 colleges which make up the University of Cambridge. It owes its foundation to the generosity of Sir David Robinson whose endowment is the largest single gift ever accepted by the University. Planning for the College began in 1973 when trustees were appointed; building started in 1977 and the College moved into its new accommodation in October 1980. Her Majesty The Queen officially opened the College on 29 May 1981.



SALARY AND CONDITIONS

- Part Time, Job Share, 15 hours per week
- £46,101 FTE per annum (£18,690 for 15 hours)

COLLEGE BENEFITS

- 25 days annual leave, plus bank holidays (pro rata for part time appointments), increasing with length of service up to an additional 5 days
- Contributory auto-enrolment pension scheme
- Death in service benefit
- Free lunch in College
- Enhanced sick pay after qualifying period
- Enhanced family friendly pay after qualifying period
- Access to a benefits website which provides savings and discounts on a wide variety of purchases, as well as days out, gift cards and other offers
- Generous Salary Extras discounts – incl. Cycle to Work scheme
- Training and development opportunities
- Free parking may be available subject to capacity
- Access to University Card with subsidised travel on U bus between Madingley Road Park and Ride or Cambridge Train Station and the College
- Exercise space for a small termly charge
- Staff social club events throughout the year
- Annual flu jab subject to criteria

Purpose of the job:

Lead and develop the College's communications and digital engagement activity, ensuring a consistent, professional and strategic approach across all internal and external channels.

The role is responsible for managing and enhancing the College's social media presence, website content, internal communications, and press relations in order to strengthen engagement with key audiences including students, staff, Fellows, alumni, prospective applicants, and the wider public.

Working collaboratively with departments across the College, the postholder will create engaging written, photographic and video content, support the delivery of the College strategy through effective messaging and communications planning, and proactively promote the College's profile and reputation.

The role also acts as the primary contact for media enquiries, maintains brand consistency across communications, and supports cross-College collaboration to ensure clear, timely and impactful communication throughout the organisation.



KEY AREAS AND STANDARDS OF PERFORMANCE:

1. Social media

- Continue to identify how the College can better use social media both in terms of reaching key target audiences and effective messaging.
- Co-ordinate efforts of the owners of College social media channels to ensure a consistent approach. The role has ownership of the College general social media channels, while staff in Development, Tutorial and Conferencing for providing content for their specific relevant channels/needs.
- Provide content for social media channels and as part of the communications strategy work to produce a timetable of social media postings to ensure a regular stream of updates for key audiences.
- Create engaging video content for social media channels and use simple video editing tools.

2. Strategy

- Engage with the College strategy project and be responsible for identifying how best to deliver the key messages to our internal and external communities.
- Assist with the drafting and design of strategy related documents.

3. Website

- Continue the work already undertaken to review the website and scope options to improve the site – using our internal resources.
- Ensure website content is current, engaging with content owners on a regular basis.
- Ensure there is consistency of content and format across the website.

4. Internal Communications

- Identify effective ways to manage communications to Fellows, students and staff.
- Work with the Senior Tutor/Tutorial Team on how to proactively engage with the student body on key topics.

5. Press & PR

- First point of contact for all media enquiries and responsible for liaising internally promptly and efficiently to deal with such enquiries.
- Actively seek, develop and propagate Robinson's stories to raise the profile of the College.



6.1. Other areas of responsibility

- Maintain a catalogue of written, photographic and video content for use in both internal and external communications.
- Work with the external professional photographer to keep a regular updated stock of photos.
- Review the branding and format used on both internal and external communications from all departments. Collaborate with content owners across the College to ensure a consistent, professional approach is adopted.
- Attend Heads of Department meetings, both to provide updates on communications projects and to assist with the communication of any key messages shared during the meetings to the wider College community.
- Liaise with both the University communications team and communications leads at other colleges as required.
- Undertake any other relevant work, either ad hoc or regular, as requested by the line manager.
- In common with other managers at the College, there are the following standard responsibilities:

i. To comply with all legislation relevant to your role.

ii. To adhere to the Fire and Health and Safety legislation/regulations and College Policies.

iii. To ensure the effective management of all personal data under your control in order to meet the requirements of the GDPR and the College Data Protection Policy.

iv. To undertake other duties and responsibilities as you may be reasonably asked to from time to time.





CRITERIA	<u>ESSENTIAL</u>	<u>DESIRABLE</u>
Education and Training	<ul style="list-style-type: none"> • Educated to degree level or equivalent professional experience in communications, marketing, journalism or a related field • Evidence of continuing professional development in communications or digital media 	<ul style="list-style-type: none"> • Relevant professional qualification (e.g. CIM, CIPR or similar)
Experience	<ul style="list-style-type: none"> • Proven experience in a communications, marketing or PR role • Demonstrable experience managing organisational social media channels, including planning and content creation • Experience of developing and delivering communications strategies • Experience of website content management and maintaining consistency across platforms • Experience of writing for a range of audiences and channels (e.g. web, social media, internal communications, press releases) • Experience of handling media enquiries and working with external stakeholders 	<ul style="list-style-type: none"> • Experience working in higher education or a similar complex organisation • Experience of internal communications planning and staff/student engagement • Experience of working with branding guidelines and maintaining organisational identity
Knowledge & Skills	<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with strong attention to detail • Strong digital communication skills, including social media management and analytics • Ability to create engaging multimedia content, including video, using basic editing tools • Good understanding of effective communication strategies and audience engagement • Strong organisational skills, with the ability to manage multiple projects and deadlines • Ability to collaborate effectively with a wide range of stakeholders • High level of IT literacy, including familiarity with content management systems 	<ul style="list-style-type: none"> • Knowledge of higher education communications landscape • Basic design skills (e.g. Adobe Creative Suite, Canva or similar) • Understanding of SEO and digital optimisation practices
Personal Attributes	<ul style="list-style-type: none"> • Creative and proactive approach to communications and storytelling • Strong interpersonal skills with the ability to influence and build relationships • Flexible and adaptable, with a willingness to respond to changing priorities • Professional, diplomatic and able to handle sensitive information appropriately • Self-motivated with the ability to work both independently and collaboratively 	

HOW TO APPLY



To apply please send your CV and a covering letter, along with a completed short application form to careers@robinson.cam.ac.uk

Closing date for applications: Monday 8 June 2026

Interview date: Week commencing 22 June 2026

Anticipated start date: Monday 7 September 2026





Robinson College
Grange Road
Cambridge
CB3 9AN

careers@robinson.cam.ac.uk
www.robinson.cam.ac.uk