



Digital Communications Manager

Candidate Information Pack



TRINITY
COLLEGE
CAMBRIDGE



Letter from the Director of Communications

The Trinity College Communications Office is growing, and we are looking for talented, dynamic, and engaging individuals to join our team. We hope to welcome both a Communications Officer and a Digital Communications Manager, who can help us expand our reach and build our community.

Trinity College was founded by Henry VIII in 1546 and since then, it has flourished, with over 700 undergraduates, 350 graduate students, 180+ Fellows, and around 350 non-academic staff now calling it home.

The College provides an inspiring setting in which to grow as individuals; the Communications Office offers a supportive and professional work environment, with opportunities to hone your skills and use your creativity.

If you have any questions about the positions, feel free to get in touch with us at communications@trin.cam.ac.uk.

We are very excited to expand our team, and I look forward to receiving your application.

Sincerely,

Rebecca Peruzzotti Jametti



Photo: Mousumi Shyam

Role

The Digital Communications Manager will oversee the direction and management of all digital communications, as well as content creation. The postholder will craft a digital communications strategy for Trinity, with the aim of creating growth and deepening engagement with target audiences on social media channels.

The postholder will plan, post and monitor regular content, and lead on comment moderation, analysing website use and social media engagement.

Working with the Director of Communications, the Digital Communications Manager will also help oversee the development of a new College website

Digital strategy and leadership

- Lead on the creation of a digital communications strategy, including SEO provision, with the Director of Communications and in conjunction with the IT Department
- Work with the Director of Communications on the new website project, in collaboration with IT, which will lead on the tender process
- Advise colleagues and Senior College Officers how social media can best be used and how it fits within the College's communications toolbox
- Lead on social media for significant campaigns, including for example, around recruitment from under-represented student groups or important developments and events
- Keep up-to-date with new technologies and emerging digital trends, identifying what could be useful in pursuit of the College's priorities, and piloting agreed approaches
- Review the College's social media policy regularly and advise the Director of Communications of suggested changes in line with emerging technology, changes to the law and any other developments
- Review the College website regularly, working with individual offices to ensure information remains updated, accurate and relevant

Social media content creation and management

- Work closely with the Communications Officer and Head of Communications to ensure appropriate content and scheduling in line with the digital communications strategy
- Contribute skilled multimedia content to College social media when appropriate
- Have oversight of all draft social media content before publication
- Lead on the moderation of College social media channels, keeping the Communications Office team informed of any contentious matters
- Organise and manage the College's YouTube platform, in line with the digital communications strategy
- Monitor high volume comments and mentions on social media channels, respond to comments and assist external stakeholders by answering enquiries or directing them to sources of information, informing relevant departments as appropriate
- Manage and train as needs be the Communications Officer in ongoing moderation and management of social media channels
- Advise staff with communications remits across College on the best content for a particular channel/audience/campaign
- Stay informed of best practices in digital communications
- Ensure all staff are aware of the social media policy

Key Responsibilities



Key Responsibilities

Filming and photography

- Triage external filming and photography enquiries, delegating where appropriate to the Communications Officer to make necessary arrangements, including crew supervision on site
- Lead on the commissioning of filming for social media purposes and oversee and offer advice on all College-commissioned filming
- Review the filming and photography policy regularly to ensure it takes into account technological developments and incorporates any changing requirements at Trinity
- Create and edit films/photos for College communications purposes, principally but not restricted to social media

Measurement

- Establish metrics to monitor website traffic and social media content performance; analyse and report on the data to identify the best ROI in terms of staff time, content type and levels of engagement
- Work with the Communications Officer to test and evaluate ways of increasing audience engagement on College social media
- Regularly report on social media metrics to the Communications Team

The College reserves the right to make reasonable changes to the duties and requirements in the job description, which may be necessary to meet the changing needs of the role or to reflect the latest technology or best practice.





Photo: Rob Skrodzki

Person Specification

Knowledge & experience

- Extensive experience of coordination and project management of multiple concurrent workstreams in different stages of production
- Extensive experience of content creation, using multimedia, including on Facebook, Instagram, LinkedIn, TikTok, Twitter/X, Bluesky and YouTube
- Extensive experience managing social media campaigns, from conception to execution
- Excellent creative, photo and video editing skills using software such as Canva, Photoshop and Premiere
- Experienced and skilled in SEO, social media management and evaluation
- Excellent organisational skills, accuracy and attention to detail
- Excellent written communication skills, especially writing/editing copy for social media or websites
- Demonstrable ability to learn new software systems
- Knowledge of the higher education sector and willingness to learn about the collegiate University of Cambridge
- Experienced user of standard office software packages, e.g. Microsoft Office

Personal abilities & skills

- Motivated, creative and professional
- A calm, efficient manner and ability to deliver high-quality content to deadline
- Highly organised and adaptable when priorities change
- Able to pinpoint process efficiencies and implement changes once agreed
- Excellent oral communication and interpersonal skills
- Capable of working independently, in collaboration with other stakeholders and in a small team
- Interested in continuing professional development
- Discreet and tactful, particularly regarding sensitive or confidential information
- Aware of cultural, religious and gender identities and sensitive to the importance of language in this regard

Qualifications

- Educated to degree level or have equivalent practical experience
- Training by recognised industry provider in video editing and social media management



- Rate of pay: £42,000 per annum
- Hours: full-time (36.25 hours per week, plus unpaid 45-minute lunch break)
- Location: The role is based in College
- Holiday: 25 days of leave (plus eight bank holidays) per year
- Probationary period: 6 months
- Meals: Free lunch is provided for staff whose duties cover this period when working in College
- Pension scheme: A pension scheme will be available after three months' service. All staff become members unless they opt out
- Private health care: Membership of a health care and dental care scheme are available. Staff can join the schemes after successful completion of their probationary period, subject to eligibility
- Cycle to work scheme: Tax-free benefit allowing you to spread the cost of a new bike, including either a pedal bike or an e-bike, and equipment for it, over 12 months; maximum limits apply
- Gym: Membership of the College gym is available for a modest fee
- Sports and Social Club: Access to events and outings
- Childcare: Access to a workplace nursery, subject to places being available
- College punts: Use of College punts at a subsidised rate

Employment Details



Application Process and Contact Info

Application forms available at
www.trin.cam.ac.uk/vacancies

Completed application forms should be returned to
jobvacancies@trin.cam.ac.uk

Closing date: Monday, 5 January 2026 at midday
(shortlisting will follow)

Interviews: Friday, 16 January 2026/Monday, 19 January
2026

References will be requested in the event of a job offer

If you have any queries, please contact the HR team at
Trinity: jobvacancies@trin.cam.ac.uk

