

Job Description

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| Role | <p>Communities, Communications and Partnerships - Hinxton</p> <p>We are recruiting a new role to add to the network of Communities and Partnerships role which support the Urban&Civic developments in Cambridgeshire. The role will support the development of the Genome Campus at Hinxton, on behalf of the Wellcome Trust. The world leading project will see a revolutionary expansion of the Campus, to deliver a planning consent of 1500 homes, a primary school, 91,000 sq ft of internationally important labs and life science buildings, and over 130 acres of green space. The project will be an international exemplar for community building, sustainable travel, low carbon technologies, and biodiverse-rich landscape creation.</p> |
| Hours | Monday to Friday 9am – 5.30pm |
| Type | Permanent |
| Reporting to | Rebecca Britton, Regional Director of Communities, Communications and Partnerships |

Role Purpose

The role delivers Urban&Civic’s inclusive approach to development and evolves over the lifetime of each project: ensuring local communities and partners help to shape development plans for each site; delivering strong regular communications through the project; and fostering relationships with partners and communities.

Being a key part of the team representing the project to local partners and communities, the role will lead the communications and engagement of local communities and businesses on site through the planning and delivery stages; proactively develop projects on themes including health, active travel and transport, ecology and climate change and jobs and skills which support early engagement with key partners and stakeholders; and supporting colleagues and the wider design team to communicate progress through the lifetime of the project. It will ensure a proactive response to issues relating to businesses and partners on site and neighbouring communities, and support delivery of key community infrastructure and commitments through the roll-out of the development.

As a Communications professional, the post holder will create varied and engaging content for a variety of project communications platforms, and work alongside colleagues to develop and communicate our story, manage our reputation as a local stakeholder and promote the place brand and story around the development. This will in turn support the planning and delivery process, provoke interest and support for the project and build a strong foundation for future place marketing, engagement of housebuilder partners, and ultimately to support promotion and sales as the development rolls out.

The role will work as part of a U&C Hinxton project team, working on behalf of the Wellcome Trust. The role will also be part of a regional network of roles supporting the 3 developments U&C are taking forward in Cambridgeshire and will work alongside and draw from colleagues across the wider U&C portfolio on cross-cutting projects and to share best practice and inform innovation and strategy development.

Responsibilities

- Develop and maintain strong relationships with local communities, key groups, organisations and stakeholders within the locality of the proposed development to enable positive dialogue and engagement; enable local partners to shape the plans coming forward; and to seek to resolve issues at each stage of planning and delivery.
- Develop local engagement and communication strategies, including delivering new sustainable platforms and approaches which enable inclusive and effective engagement with key audiences, and the sharing of key information. Ensuring these are to an agreed budget and evaluated to agreed outcomes.
- To plan for the new community coming into the development, ensuring facilities, information and support is in place, and coordinating and supporting the work of teams and partners to respond to issues which emerge operationally.
- Work with the Development and Project Managers to support the delivery of consultation events at each stage of the development, ensuring communications are clear, inclusive, effective and reflect the brand values of Urban&Civic, the Wellcome Trust and the principles of the development.
- Throughout delivery, ensure a proactive approach to regular and specific updates around work, especially where it may impact on the Campus community or local villages and communities, and support the Project Director to build effective relationships with local parish and district councillors as a key part of this.
- Identify newsworthy stories and develop content to support a range of channels including newsletters, PR, video and audio, and social media, as well as corporate U&C channels and tools. Co-ordinate the use of in house and agency support where needed to deliver against the CCP plan for the site including PR and media relations, design and social media.
- Work with the Project Director, Development Manager and Project Managers, alongside the Regional Director of CCP to support the delivery of obligated community infrastructure such as schools, sports and community facilities to ensure local partners and community are involved in the planning and long term operation of these. And develop key strategies to support the promotion of key themes including health and wellbeing, active travel, low carbon living and connecting with nature.
- Build strong links with partner communications teams and with local media outlets.
- Innovate and develop new ways of working and ideas for communications, communities and partnerships, and work in partnership with the Group CCP and communities colleagues across our strategic sites on shared learning and good practice approaches.

Note: there may be a requirement from time to time to undertake other duties and perform other roles

Requirements

Knowledge & Experience

- Experience working with local community and local government partners
- An understanding of development, planning and public service delivery
- Experience in Marketing, PR, and Stakeholder engagement, ideally within the public sector or development industry
- Copywriting and presentation experience
- Budget and project management

Skills and Abilities

- Ability to grasp business strategy, decision-making and reflect the ethos of the business
- Excellent interpersonal skills including relationship building, collaboration and diplomacy, and conflict resolution
- Flexible and adaptable approach to work – recognising the need to work outside of core office hours for evening meetings and events
- Ability to meet conflicting priorities whilst working under pressure
- Self-starter with initiative and drive
- Ability to adapt communication styles to multiple audiences; translating technical and complex information to ensure key concepts and messages are delivered effectively