

JOB DESCRIPTION

Role: **Head of Communications**

Project: Cambridge SupTech Lab

Expertise: Communication Strategy, Content Creation, Storytelling, Branding, Leadership

Start Date: As soon as possible

Duration: 12 months, with an aim to extend

Level of effort: Full-time position

Location: Remote/Worldwide – with preference for Cambridge, UK or New York, USA

About the Cambridge SupTech Lab

Financial supervision is currently undergoing a profound paradigm shift, marked by a radical cultural evolution and extensive digital transformation. Financial supervisory agencies are undergoing a metamorphosis, transitioning from reactive, inertial, and localized organizations to their next iteration. They are becoming more forward-looking, innovative, agile, and collaborative, effectively equipped to tackle the challenges of the 21st century.

At the [Cambridge SupTech Lab](#), we are driving the acceleration of this transformation by empowering a new generation of public sector managers, supervisors, technical experts, data scientists, and technologists to lead the innovation within their respective agencies. Moreover, we actively contribute to the development of a supotech marketplace that fulfills the financial authorities' demand for cutting-edge, flexible, and ethical solutions through the supply provided by vendors.

To fulfill our mission, we focus on the following key initiatives:

- i. Delivering world-class online leadership and professional education, experiential training, ground-breaking research, market intelligence, new analytical frameworks, and innovative digital tools.
- ii. Mitigating the risks associated with the procurement of cutting-edge supotech applications.
- iii. Providing assistance to financial authorities and vendors in the development, testing, and deployment of these solutions.

- iv. Cultivating a community of Innovation Leaders who are passionate about leveraging data to create innovative, inclusive, and resilient financial sectors that drive socio-economic and environmental sustainability.

Through these efforts, we aim to shape the future of financial supervision by fostering collaboration, knowledge sharing, and the adoption of groundbreaking technologies. Together, we can pave the way for a more efficient, transparent, and sustainable financial ecosystem.

The Lab is an initiative of the Cambridge Centre for Alternative Finance (CCAF) at the University of Cambridge Judge Business School.

Your role

We are seeking a skilled and dynamic Communications Lead to join the Cambridge SupTech Lab. As the Communications Lead, you will play a crucial role in shaping and implementing the Lab's communication strategy, ensuring effective internal and external communication efforts. You will be responsible for crafting compelling messages, building relationships with stakeholders, and promoting the Lab's activities and achievements to diverse audiences. This position requires exceptional communication skills, strategic thinking, and the ability to thrive in a fast-paced, innovative environment.

Responsibilities

1. Communication Strategy:

- Develop and execute a comprehensive, multichannel communication strategy that aligns with the Lab's mission and objectives.
- Define key messages for target audiences to effectively reach internal (e.g., schools, centers, and institutes at the University of Cambridge) and external (e.g., financial authorities, standard setting bodies, philanthropic organizations, bilateral and multilateral agencies) stakeholders.
- Identify opportunities to enhance the Lab's visibility and reputation through strategic communication initiatives with key partners.
- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Monitor media coverage and social media channels to evaluate outreach and impact, identify opportunities, etc., tracking engagement across various platforms and making data-driven decisions to maximize impact and engagement.
- Lead a team of communication, marketing, and design professionals.
- Manage presence at industry events, trade shows, and conferences.
- Create budget for communications team and ensure compliance.

2. Content Creation and Storytelling:

- Create compelling and engaging content for various communication channels, including the Lab's website, social media, newsletters, and press releases.
- Develop captivating narratives and stories that showcase the research, innovation, and impact of the Lab and its partners.

- Collaborate with researchers and experts to distill complex technical concepts into accessible and engaging content for diverse audiences.
- Conduct interviews and gathering information to develop case studies, success stories, and thought leadership pieces.

3. Branding and Visual Identity:

- Develop brand voice and maintain brand integrity across all platforms all communication materials and platforms.
- Develop and maintain a repository of visual assets (e.g., logos, infographics, images, and videos) and templates.

Requirements and qualifications

- Bachelor's or Master's degree in Communications, Public Relations, Journalism, or a related field.
- Proven experience in communications, public relations, or a similar role, preferably within a scientific, research, or technology-oriented organization.
- Strong leadership track record.
- Excellent written and verbal communication skills, with the ability to craft clear, concise, and persuasive content.
- Strong storytelling and narrative-building abilities, with the capacity to convey complex concepts in an accessible manner.
- Proficiency in managing and leveraging social media platforms, content management systems, and other digital communication tools.
- Demonstrated experience in media relations.
- Strategic mindset with the ability to develop and implement communication strategies aligned with organizational goals.
- Familiarity with branding principles and the ability to maintain visual consistency across communication materials.
- Strong interpersonal and relationship-building skills, with the ability to engage and collaborate with diverse stakeholders.
- Ability to work effectively in a fast-paced, deadline-driven environment and manage multiple projects simultaneously.
- Demonstrated knowledge and proficiency with software such as Figma, InDesign, WordPress, and Divi.
- Experience with search engine marketing and web analytics.
- English language fluency or native speaker.

Desirable:

- Familiarity with emerging supotech fields such as artificial intelligence, machine learning, blockchain, quantum computing, or cybersecurity.
- Experience working in or with emerging market and developing economies (EMDE).
- Established media relations.
- Professional familiarity with different cultures.

- Proficiency in other languages.

Candidates need to succeed in technical skills, but also need to embody soft skills to achieve long-term success at Cambridge SupTech Lab:

- Emotional intelligence, communication, and empathy: How is your ability to collaborate effectively with others and work in teams, build relationships, share ideas, and manage conflict?
- Creativity and problem-solving skills: Are you an analytical and critical thinker? Can you find creative solutions to problems?
- Adaptability and flexibility: Our working environment and culture requires you to be agile and adaptable to succeed in this role. Are these your qualities?

What we offer

- A job and a team with a purpose. This is a chance to work on actual challenges in the financial sector that greatly affect our economies and society as a whole, and to have a real impact using data and tech to transform the public sector.
- True commitment to innovation and to break new ground in this field.
- Exposure to leading thinkers, researchers, and solution creators in the financial and tech space, and in the academic world as well.
- Opportunities to frame evidence-based discussions in a rapidly evolving niche industry.
- Opportunities to develop and lead a growth area within the policy and tech field.
- Significant professional growth potential.
- Competitive compensation.
- Flexible work schedule.

How to apply

Interested candidates should apply [through our website](#).