JOB TITLE: MBA MARKETING AND EVENTS COORDINATOR (MATERNITY COVER)
REPORTS TO: HEAD OF MBA MARKETING AND COMMUNICATIONS

Background

The Cambridge MBA is one of the premium teaching programmes and a main revenue contributor to Cambridge Judge Business School (CJBS). It has been the primary means by which the School has been able to establish and grow its reputation, and the ability to attract students to the MBA programme is essential for the support of the research, teaching and administrative activities of the School.

This role is part of the MBA Marketing & Communications team of four people, but works in parallel with the MBA Admissions team. The team also works closely with the MBA Programme and Careers teams, providing a service to others on communications and marketing projects, advising others of marketing techniques, messaging priorities, and coordinating some multi-team projects.

The role

The purpose of the role is to manage the scheduling, planning, and delivery of MBA recruitment and promotional events (physical and online) around the world, to attract upwards of 1000 high quality applications each year. These events may be online or physical events, ranging from one to one sessions to larger scale information sessions or open days, or MBA fairs arranged by third parties.

The role holder will be responsible for coordinating the decision making on which events to run, when, and in what format, working closely with the admissions and marketing colleagues to do so. The role holder will be responsible for managing relationships with third party fair organisers, such as QS World MBA, Access MBA and the MBA Tour, liaising with them to understand their services (such as marketing options), assess suitability of those services to our work, and coordinate the decision making on which services to use.

The role holder will be responsible for promoting those events on our website and external sites, for managing the registration process, and for monitoring registration in order to maximise attendance, recommending and undertaking further marketing activity if required.

The role-holder will be responsible for regular and detailed analysis of events, measuring cost efficiency, conversion rates, and any feedback projects required. The role holder will share this analysis regularly with the wider marketing and admissions teams to inform admissions monitoring and future strategies for recruitment.

The role holder needs to utilise a wide range of skills and techniques in order to plan and deliver the highest quality events which have a positive contribution to reaching admissions targets. Skills include relationship management, project management skills, marketing expertise and analytical skills. The role holder must be able to work to tight deadlines, be confident in liaising between third parties, colleagues
and stakeholders, and have excellent organisational skills to ensure the effective planning, delivery and follow up of events.

**MAIN RESPONSIBILITIES**

**Event scheduling and planning**

- Develop and maintain a full schedule of events, (such as Information Sessions, one to one sessions, open days, online interviews, online one to ones, virtual open days and others), taking in to account market conditions and trends, available resources and budget.
- Understand the recruitment objectives of the Cambridge MBA and the regional variations of the market in order to make recommendations on the format of events (i.e. should we run a group information session, an informal drinks reception, or a series of one to one consultations with prospects).
- Collate and analyse historical data on past events to inform decisions on timing and location.
- Maintain and nurture relationships with suppliers and agencies, liaising with them to obtain schedules and pricing of events, and to present options for further marketing activities.
- Procurement - responsible for acquiring appropriate goods and services from suitable suppliers, comparing costs/quality and deciding on best ones for our recruitment events. This includes such matters as catering/drinks, audiovisual companies, etc.
- Research potential venues and obtain pricing comparisons.
- Co-ordinate between colleagues to manage the staffing of events.
- Make bookings of venues and other services, arrange any digital resources requires such as webinar equipment.
- Advise other event planners at Cambridge Judge of schedule to avoid clashes of timing and venue, and to identify potential for collaboration.
- Liaise with other stakeholders (such as faculty or alumni; speakers) to arrange their participation.
- Research and identify suitable digital platforms for virtual events, making recommendations to colleagues on appropriate usage; ensure staff are suitably trained in usage of any technical equipment in order to deliver the event.

**Marketing and promotion**

- Ensure the effective promotion of events on the Cambridge Judge website and externally, liaising with colleagues in the marketing and online teams as required.
- Research and manage relationships with external websites to promote events (such as MBA discussion sites).
- Manage the online process to ensure efficient registration, ensuring timely and accurate collation of registration data, and any associated communications relating to their attendance. Liaise with registrants regarding queries and special requirements.
- Maintain close relationships with various departments and other programme marketing teams in order to identify possibilities for shared events, or promotion of Cambridge MBA events through other channels (i.e. such as School-wide).
• Liaise with admissions over any selection/screening process to be followed, collating CVs and informing successful candidates of invitations to sessions.
• Monitor registration numbers closely in order to adapt plans, undertake further marketing efforts, or change staffing requirements.

Event management and coordination
• Manage the successful delivery of events, ranging from open days, information sessions, one to one meetings, corporate events, virtual events and webinars, taking full responsibility for logistics, materials, catering, and any stakeholder participation (e.g. alumni attendance).
• Site design - responsible for design and set-up of external (where possible) venues and at the School deciding such matters as décor, best traffic flow patterns, room setup (for example where to place food, activities, presentation, any display material); oversee contracted company for furniture moving at the School and clean up.
• Ensure budgets are adhered to and ensure the event is presented to the highest standards required.
• Liaise with colleagues to confirm staffing arrangements – ensure commitments are made to attend and staff have necessary equipment.
• Plan any feedback or data collection requirements for the event.
• Work with Cambridge MBA Admissions team on the format and delivery of MBA Interview Day to maximise conversion impact.
• Health and Safety - responsible for completing all necessary health and safety procedures for events, including those with children both onsite and off.

Maximising conversion to application
• Advise on format and timings of events to ensure maximum efficiency and effectiveness to recruitment objectives.
• Be responsible for the presence of appropriate materials at the event – such as display or presentation materials, liaising with marketing colleagues to ensure those items are available.
• Represents the School and University by attending some events.
• Suggest and Implement follow-up campaigns in collaboration with admissions and marketing colleagues, such as telephone calls, email campaigns, or webinars.

Research and analysis
• Manage and coordinate all aspects of event review.
• Maintain efficient event records, both on and off line, ensuring data and information can be recalled quickly and accurately.
• Gather feedback on some events and produce reports for the Head of MBA Marketing & Communications and Head of MBA Admissions & Careers Manager to assist in benchmarking and measuring key performance indicators (KPIs).
• Make recommendations on improvements to events in terms of efficiency and client/customer feedback.
• Feed data analysis back to other colleagues, to inform sales analysis and future recruitment strategies.
• Run regular competitor benchmarking projects to assess their recruitment event strategies.

Other duties

• Support Head of MBA Marketing & Communications in creation of budget proposal by researching options and obtaining quotes.
• Occasionally act as advisor to student groups, other programmes, alumni office and external engagement on issues to consider in organising events, recommending formats, etc.; provide support on occasion to groups of students running society events, assist with promotion and event coordination.
• Order stationery and materials for events as required.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to demonstrate how your own experience meets these requirements in the ‘suitability for the role’ section of the online application form.

• Bachelor’s degree or equivalent.
• Demonstrable knowledge, preferably a relevant post within Higher Education, professional services, marketing or in selection/recruitment of people.
• Evidence of experience of managing events.
• Experience of building and maintaining effective working relationships with stakeholders at all levels and suppliers including: current students, admissions consultants, external funding bodies, alumni and printers and designers.
• Excellent interpersonal, communication and presentation skills. Cultural awareness and sensitivity.
• Commitment to providing outstanding levels of customer service, including the ability to act as a strong ambassador for the School and the University of Cambridge.
• Strong initiative to generate ideas for promotional campaigns; ability to seek out and manage contributions from others.
• Ability to work under pressure and to tight deadlines.
• Excellent project management skills.
• Evidence of excellent marketing and promotional skills. Evidence of excellent relationships management skills.
• First class copy writing skills; attention to detail.
• Demonstrable operational and budget management skills.
• IT literate and competent in the use of databases, spreadsheets, Word and the internet.
• Highly developed planning and analytical skills.
• Significant knowledge and experience of recruitment and admissions in the international MBA sector is preferable.
• Knowledge of MBA market and the offerings of leading Business Schools.
• Substantial knowledge of or strong interest in delivering high-end products or services.
• Willingness to work occasional non-standard hours and weekends during busy recruitment periods and at times of special events, such as Graduation Weekend and open days.

Benefits

This is a full-time position working 36.5 hours per week. Holiday entitlement is 28 days per annum plus eight days of public holidays. There will be a six-month probationary period. The salary will be in the range £28,098–£33,518 per annum.

This is a temporary post to cover maternity leave. The funds for this post are available for one year or until the return of the post holder whichever is the earlier. Applicants from the University of Cambridge wishing to undertake a secondment are welcome to apply. The start date for this position will be in March.

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful Universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is 20 December 2017. The interviews will take place on 8 January 2018.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.
Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, a member of Cambridge Judge Business School's HR team who are responsible for recruitment to this position, on (01223) 339637 or by email on hr@jbs.cam.ac.uk.
Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.