JOB TITLE: MARKETING AND ADMISSIONS MANAGER, MASTER OF ACCOUNTING
REPORTS TO: HEAD OF MASTER OF ACCOUNTING PROGRAMME

Background

Cambridge Judge Business School is a highly ranked modern business school, located at the heart of an 800-year old University. Since 1990, Cambridge Judge has forged a reputation as a centre of rigorous thinking and high-impact transformative education, situated within one of the world's most prestigious research universities, and in the heart of the Cambridge Cluster, the most successful technology entrepreneurship cluster in Europe.

The Cambridge Master of Accounting (MAcc) is a new part-time, two-year degree programme, designed in consultation with senior practitioners and employers in the field. This role sits within the MAcc administrative team. Working with the MAcc Academic Director and the Head of MAcc Programme, the role holder is responsible for the effective development and implementation of the MAcc marketing and admissions strategy, achieving targets to drive quality applications to the programme and deliver high standard customer service and process management to lead applications through the admissions process.

The role holder will be required to work with colleagues to establish the international marketing strategy to drive applications to the MAcc, and then implement that strategy through a combination of channels, such as social media, advertising, digital marketing, events, public relations, printed publicity and merchandise. The role holder must also be responsible for managing budgets, and evaluating activities and campaigns.

The role

The role holder must have the experience and vision to manage longer term projects and strategies, but also the ability to work directly on front-line delivery; such as writing copy, briefing designers, designing web page structures, managing event registration processes as well as campaign building.

The role holder must also be responsible for managing the timely and efficient processing of applications through the MAcc admissions process, engaging directly with candidates to nurture and secure their commitment to the programme, as well as managing the online admissions process efficiently with the Head and Director of MAcc.

The role is both customer facing, providing help and advice during the admissions process to potential students, as well as internal-facing, managing relationships with key stakeholders in the school such as faculty within the School, key personnel within Colleges including Bursars, Board of Graduate Studies and the Postgraduate Admissions Committee. The role will also maintain and strengthen relationships with key external stakeholders such as international employers who sponsor MAcc candidates and scholarship providers. This role therefore requires a high degree of professionalism when managing relationships with stakeholders.
Educated to degree level or equivalent, you will have experience developing and implementing a marketing strategy, and be committed to providing excellent customer service. Excellent communication and organisational skills are essential, as well as proven ability to present at a senior level. You must be experienced working with systems such as CRM in order to build, execute and analyse campaigns, as well as manage the process of admissions and reporting for admissions pipeline activity.

MAIN RESPONSIBILITIES

- Oversee the development and execution of the marketing and admissions plan, which includes a range of activities aimed at generating general awareness, high quality enquiries and applications for the MAcc.
- Responsible for the regular appraisals of the marketing strategy, analysis of results, competitor analysis, market research and budget adherence to inform future strategies.
- Responsible for appraisals of the admissions strategy, including analysis of admissions data for the purposes of strategic marketing planning, and competitor tuition fee analysis, to help determine tuition fees in liaison with the Academic Programme Director.
- Responsible for developing and maintaining relationships with key external organisations (e.g. organisations who sponsor MAcc students), as well as supporting teams within the School (such as External Engagement and Corporate Marketing and Communications) and in the wider University.
- Responsible for overseeing the recruitment of a strong and diverse MAcc class and for generating fee revenue in line with the wider School targets.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a CV and covering letter demonstrating how your own experience meets these requirements.

ESSENTIAL

- Educated to a degree level - a with experience in a marketing role.
- Strong project management and organisational skills, with the ability to think strategically, multitask, plan ahead, set own priorities and deliver to deadlines.
- Ability to work under pressure and manage a range of relationships.
- Excellent communication, presentation and interpersonal skills with the ability to represent the University of Cambridge.
- Strong analytical skills with experience using relevant marketing/CRM systems.
- Excellent written and spoken English with proven ability to produce marketing promotional literature; creative skills to coordinate creative content for advertising and promotional material.
- Ability to work sensitively with people from all backgrounds and levels of seniority; ability to engage with professionals working in accounting or data-oriented roles.
- Ability to engage at a very senior level with tact and diplomacy.
- Strong relationship management skills.
- Ability to present and analyse statistical information.
• Experience in a marketing role working in a service environment, ideally at middle/senior management level to include experience of developing and implementing a marketing strategy.

• Willingness to work some weekends and travel internationally on occasion.

• Good team player, with flexibility, determination and creativity and capable of working with faculty and professional teams.

• Ability to work effectively in a team and respond positively to changing priorities.

Benefits

This is a full-time position working 36.5 hours per week. **The funding for this post has been approved for nine months in the first instance.**

Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range £29,799-£38,833 per annum, pro rata. 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](http://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](http://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](http://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 15 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.