JOB TITLE:  EDITORIAL MARKETING AND CONTENT MANAGER

REPORTS TO:  HEAD OF MARKETING, EXECUTIVE EDUCATION

Background

Executive Education is a major activity in Cambridge Judge Business School providing open and customised programmes to the corporate world that are built on the knowledge and expertise of our network of academics and business practitioners.

JBS Executive Education Limited is a limited company, wholly owned by the University of Cambridge. The department works with the faculty from the Business School and the wider University to design and deliver a range of short courses for senior executives from around the world. The programmes are of broadly two types: open enrolment and custom designed programmes.

The role

We are looking for a creative marketing and content producer to research, write, produce and publish high-level content for the purpose of positioning Cambridge Judge Business School as a global leader of Executive Education attractive to current and prospective clients.

Creating engaging content for both online and offline channels, the Editorial Marketing and Content Manager plays a vital role in driving marketing and business development efforts. Key to this role will be using your exceptional writing skills to drive the content strategy and engage more stakeholders with the organisation and the work we do. You’ll be creating content for a variety of outputs, from promotional copy for web and print to in-depth thought leadership reports, and will be confident adapting your writing style to the content format and brand tone of voice. You will also be responsible for creating shareable and engaging content for social media channels, such as graphics, imagery and video content. We are looking for high quality work, delivered quickly and in response to the changing needs of the organisation.

The candidate will be someone who is naturally inclined to develop relationships and join up conversations with a variety of stakeholders. The position collaborates with clients, faculty and colleagues within the School, as well as the other University departments and the wider Cambridge ecosystem.

MAIN RESPONSIBILITIES

Ultimately, the role of the Editorial Marketing and Content Manager is to think like a marketer, leading the development of purposeful content initiatives in all forms to drive new and current business. This includes:
Strategy, planning and positioning

- Work with key stakeholders in the company, in particular the Head of Marketing, to formulate a business-wide content strategy to support both short- and long-term business objectives. Continuous evolution of strategy is a must.
- Work with the Executive Team and Head of Marketing to develop and communicate the Executive Education brand and market positioning, ensuring content is engaging and aligned with stakeholder perceptions of Cambridge Judge Business School Executive Education.
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimised for search and user experience for all channels of content including online, social media, email, mobile, video, print and in-person.

Content generation and distribution

- Create and deliver a functional content calendar throughout the business to bring together common objectives and link business goals across functions and departments.
- Develop standards, systems and best practices for content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies.
- Produce a variety of content, for example:
  - Translate faculty research projects and core subject capabilities into thought leadership (e.g. white papers, blog posts, videos, webinars, events).
  - Communicate the impact of our executive education in the form of impact studies, award entries and client/participant success stories.
  - Liaise with clients to develop messages, content and marketing materials to promote custom programme offerings to their audiences.
  - Support the development of the Executive Education web and social media presence by supplying high level content in a variety of formats for marketing and promotional purposes.
  - Work with the Corporate Communications and Marketing team to ensure regular PR, features and vlogs focusing on Executive Education.
- Ensure business development efforts are supported in the form of consistent, up-to-date content and graphics for brochures, proposals and pitches.
- Manage relationships with trade media and other influencers for Executive Education purposes.

Performance measurement

- Conduct ongoing usability tests to gauge content effectiveness. Gather user data and make recommendations based on those results. Work with owners of content to revise and measure particular content and marketing goals.
- Work closely with Head of Marketing to assess effectiveness of content campaigns such as advertorial copy in the media and content such as videos and imagery distributed via social media platforms.
• Regularly liaise with Director of Open Programmes and Director of Custom Programmes to review impact and outcomes of content strategy on their respective business areas.
• Positive brand recognition and consistency across chosen published channels.
• Website and social media traffic growth. Increases in key search engine keyword rankings.

The person

The Editorial Marketing and Content Manager requires a combination of marketing and content publishing mindset, with the most important aspect being to think “customer first”. In essence the role is to be the storyteller of Executive Education within Cambridge Judge.

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

• Bachelor/undergraduate degree or equivalent required.
• Exceptional written communication skills, utilised and proven in a marketing context.
• Extensive experience producing engaging and informative content across print and digital formats (including graphics, animation, video) that stands out in a crowded market place.
• Ability to create both long-form content and real-time content, whilst managing distribution.
• Clear articulation of the business goal behind the creation of a piece (or series) of content.
• Familiarity with principles of marketing and the ability to adapt as dictated by data to achieve articulated goals.
• Project management skills to manage editorial schedules and meet deadlines.
• Exceptional attention to detail.
• Strong relationship building skills with the ability to join up conversations with a variety of stakeholders.
• Agile and highly proactive with a willingness to embrace change and to adapt strategies.
• Demonstrable knowledge, preferably from a relevant post within business education, journalism, marketing or public relations.
• Desirable: training in how to tell a story using words, images, or audio, and an understanding of how to create content that draws an audience

Benefits

This is a full-time position working 40 hours per week. The salary will be in the range of £35,000-£40,000 per annum. There will be a six month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays (the holiday year runs from 1 October to 30 September). The post holder will be eligible to participate in the Company’s staff incentive plan (Annual Employee Bonus Scheme).

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

Candidates are asked to complete the CHRIS/6 cover sheet (parts 1 & 3) available on the website and send it, with a full curriculum vitae, a small portfolio of relevant content they have produced and a covering letter explaining your interest in the position and how your experience would help you to fulfil the role, to Chloe Caley, HR Coordinator, Cambridge Judge Business School, Trumpington Street, Cambridge CB2 1AG, or email hr@jbs.cam.ac.uk.

The closing date for applications is 19 March 2018.

We anticipate that first stage interviews will take place on 26 March 2018.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is short listed.

Applicants who do not hear from us within two weeks of the above date should assume they have not been 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) 768497 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.