JOB TITLE: MARKETING & ADMISSIONS MANAGER, MASTER OF ACCOUNTING (FIXED TERM)

REPORTS TO: HEAD OF MASTER OF ACCOUNTING PROGRAMME

Background

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 and, working with the programme's Academic Director and the Head of MAcc Programme, the role holder is responsible for the effective development and implementation of the marketing and admissions strategy, achieving targets to drive quality applications, and deliver high standard customer service and process management to lead applications through the admissions process.

The role

The role holder is responsible for the effective development and implementation of the Master of Accounting marketing and admissions strategy. The role holder oversees the development and execution of the marketing and admissions plan, which includes a range of activities (e.g. printed publicity, online marketing, print and online advertising, organisation of promotional events and business development) aimed at generating general awareness, high quality enquiries and applications for the Master of Accounting. The role holder is responsible for regular appraisals of the marketing strategy, analysis of results, competitor analysis, market research and budget adherence. The role holder is also responsible for maintaining relationships with key external intermediaries, such as advertising agencies, educational organisations (e.g. British Council) and suppliers as well as internal supporting teams within the School (such as External Engagement) and in the wider University (e.g. Development Office, Press Office). The role holder is responsible for appraisals of 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 Head of Programme. The role holder is responsible for overseeing the recruitment of a strong and diverse Master of Accounting class and for generating and increasing fee revenue in line with wider Business School targets.

Main responsibilities

Marketing communications

- Formulating strategy for marketing communications e.g. advertising, promotional events, press coverage and media relations, online marketing, external partners and printed collateral.
• Managing the implementation of strategy; liaising with the School's central Corporate Communications & Marketing team to ensure Master of Accounting strategy fits with overall School strategy.
• Planning marketing campaigns, to ensure optimal delivery and timing with recruitment and admissions cycles.
• Liaising with other Master of Accounting functions (i.e. programme management) to build promotional material and ensure marketing messages flow through entire Master of Accounting function and delivery.
• Overseeing benchmarking against competitor material.
• Building and maintaining strong relationships with external partners.
• Choosing target media, method of communication (i.e. directory entries, adverts, blogs, PR etc), content delivery, liaison with client managers.
• Ensuring PR fits within overall MAcc marketing plan (i.e. messages, schedule, territory priorities, events schedule).

**Market research and analysis**

Coordinating analysis of the following to inform future strategies:
• Determining appropriate data analysis required to produce bi-weekly and annual admissions reports, used to measure progress against previous ears and against targets set.
• Responding to marketing activity (e.g. web usage, adverts, recruitment fairs, online campaigns etc.).
• Enquiries and admissions (volume, demographic profile, historical trends, competitor benchmarking, market forces etc.).
• Customer behaviour (e.g. student and alumni surveys to gather information on purchase influencers) to inform marketing activities.
• Resource allocation (time management vs marketing outcome).
• General market and competitor benchmarking – awareness of MAcc marketing trends, business school developments, marketing practices, media performance (e.g. readership).
• Identifying and selecting market research suppliers as and when necessary.
• Disseminating relevant market research data to key stakeholders across the School.
• Liaising with marketing suppliers and key marketing contacts across the School to help evaluate share of voice and responding to marketing activity (e.g. adverts, recruitment fairs, online campaigns etc.).
• Evaluating the cost efficiency of marketing and events activities throughout the School to ensure synergies, economies of scale and value for money.

**Relationship management**
• Developing and maintaining relationships with organisations which sponsor MAcc participants.
• Identifying suitable alumni to act as advocates of the programme for recruitment purposes.
• Maintaining and developing relationship with media suppliers (marketing agencies, copywriters, design houses):
  o Gathering marketing data and advice on advertising targets.
• Developing and maintaining relationships with British Council, Professional Accountancy Associations and other potential promotional agents worldwide to ensure:
  o Promotion of Cambridge Judge Business School and MAcc worldwide.
  o Accurate and effective information flows.
  o Effective partnerships on recruitment events and local marketing efforts (e.g. mailings, advertising).

Financial management

• Preparing annual budget proposals for circa £80,000 expenditure. Managing and monitoring expenditure on a monthly basis.
• Taking overall responsibility for MAcc marketing and admissions expenditure according to the budget aiming to ensure value for money and quality are being delivered.
• Responsibility for ensuring budgeting is undertaken according to finance guidelines and timings.
• Reviewing expenditure regularly; adjusting marketing in line with changing objectives and market conditions.
• Undertaking cost-efficiency analysis of marketing efforts; re-aligning expenditure in line with new working practices, new systems opportunities, changing market conditions etc.
• Liaising with Head of Finance and Head of MAcc Programme to forecast class size and revenue.
• Planning and making strategic decisions with regards to recruitment strategy and resource allocation.
• Proposing and measuring revenue targets for the MAcc programme. Taking accountability for ensuring that necessary action is taken to meet those targets.

Systems development and management

• Overseeing and reviewing admissions and marketing procedures and online databases, together with Corporate Communications and Marketing and IT teams, to ensure effective and efficient usage. Determining where improvements can be made, working with IT and with other programmes across the School to implement best systems, software and procedures to ensure implementation.
• Managing, with IT and online communications, effective usage and appropriate development of prospects/marketing databases.
• Specifications and needs analysis work for development of marketing systems.
• Recommending appropriate systems and software for marketing purposes.
• Ensuring ongoing training in the most effective use of systems.
**Business development**

Formulating and implementing strategy for marketing to corporates in consultation with Executive Education and MAcc Director, including:

- Identifying suitable target companies and agree approach with Executive Education.
- Identifying events to attend for the purpose of making contacts and developing relationships.
- Attending follow-up meetings with corporates, as appropriate.
- Devising means to engage with relevant personnel within corporates.
- Developing supporting marketing collateral, i.e. web pages, printed materials, presentations, as required.

**Admissions management**

- Accountable for admissions policies and procedures, ensuring they stand up to scrutiny by candidates and are within University and national regulations e.g. data privacy and UK visa regime.
- Main point of contact for the University Board of Graduate Studies, Colleges and scholarship boards, and accountable for the delivery of high quality students that meet with each stakeholders’ quality assurance.
- Secretary to Admissions Committee meetings.
- Planning and implementing strategies for the recruitment and admissions year – making decisions on budget spend and resource allocation.
- Analysing data from previous cohorts to find insights that can refine the application process (e.g. through reviewing and proposing changes to the application form such as application questions) and providing inputs to the director when reviewing the programme.
- Reviewing and streamlining the admissions processes, from application to orientation, to ensure an efficient and high level of customer service to the candidates.
- Ensuring the admissions office responds to applicants, interviews candidates and incoming students in an efficient and timely manner whilst offering top quality customer service; representing the Cambridge MAcc in a courteous and professional manner.
- Monitoring MAcc related discussions on various online communities and reporting on issues/concerns/topics of discussion and taking proactive measures to ensure that potential applicants have the correct information and impression of the Cambridge MAcc.
- Main contact for all Colleges – developing and maintaining excellent relationships with Graduate Tutors to ensure College placements for our students.

**Reporting admissions data:**

- Preparing bi-weekly admissions reports to the COO, Head of Finance and Director of the School.
- Preparing quarterly report to Graduate Admissions Committee and represent the Cambridge MAcc at quarterly meetings.
- Collating admissions data for programme ratings.
Scholarship administration and strategy

- Determining, in consultation with the Head of MAcc programme, the scholarship strategy, ensuring awards are fair and effective.
- Developing of rigorous scholarship policies and selection criteria which can withstand scrutiny from students and the School.
- Developing of policy on fee payments, late payments, deferrals, intermissions, withdrawals etc. Liaison with the School’s Finance Office to ensure all tuition fees are paid on time. Decision making on adjustment of payment schedules for individuals.
- Research external scholarships with a view to increasing range of available scholarships for MAcc students.
- Determining the level of scholarships to be awarded to successful candidates.

The person

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

- Educated to degree level with a professional marketing qualification.
- Experience in a marketing role working in a service environment, at middle/senior management level to include experience of developing and implementing marketing strategy.
- Experience in higher education environment.
- Strong project management and organisational skills with the ability to think strategically, multitask, plan ahead, set own priorities and deliver to deadlines.
- Knowledge and understanding of the higher education admissions process.
- An understanding of the expectations of premium-fee programmes and the student expectations that come with such programmes.
- Proven presentation and influencing skills.
- 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-orientated roles.
- Ability to engage at a very senior level with tact and diplomacy.
- Strong relationships management skills.
- Ability to present and analyse statistical information.
• 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.
• Fully competent with Microsoft Office.
• Ability to work under pressure.
• Willingness to work some weekends and to travel internationally.

Benefits

This is a full-time position. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £36,261-£48,677 per annum.

The funds for this post are available until August 2022 initially.

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 8 October 2018.

Applicants are required to provide details of two referees. These will not be contacted unless he 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.