JOB TITLE: MARKETING COORDINATOR - CONTENT AND OUTREACH LEAD

REPORTS TO: HEAD OF MBA MARKETING & COMMUNICATIONS

Background

The MBA is the flagship programme at Cambridge Judge Business School and is responsible for delivering around £11 million to the School. The team is responsible for driving 1,400 high quality international applicants for the Cambridge MBA through a programme of international marketing including events, advertising, social media and scholarship partnerships. This role is based within the Marketing & Communications team for the MBA programme at Cambridge Judge Business School. The team is also responsible for developing the diversity of the applicant pool.

This role will lead on managing and creating the content schedule for MBA related marketing and communications activities, aimed at attracting and engaging new audience, driving new prospects to our pipeline, and ultimately converting to applications. The role holder will be the primary creator of content, therefore will take oversight for the tone, style, messaging and standards of production.

The role holder will manage the schedule of content production and delivery for MBA communications such as feature content, social media and web content, and copywriting for MBA printed materials, and stories to appeal to media audiences.

The role holder will also manage outreach campaigns across multiple channels including digital and traditional channels to meet student recruitment targets.

The role

The role holder will manage the production and dissemination of promotional content that delivers the MBA’s marketing strategic goals to the highest standards. Under the direction of the Head of Marketing & Communications the role holder will plan, create and publish content across a range of channels such as social media, email, website and blogs, as well as printed materials such as brochure and event display materials. The role holder will manage the schedule of content and outreach across digital and traditional platforms, co-ordinating with colleagues and other teams to devise, plan, and create engaging, relevant content for the business masters market, and ensure alignment with School brand values and goals.

The role holder will play an important role in contributing to the development of the Cambridge MBA and Business School brand, using expertise and market understanding to tell inspiring stories to enhance our global reputation, attract potential applicants for the MBA, and build positive relationships with key stakeholders.
Main responsibilities

- Devising, planning and delivering material and content across a range of formats (e.g. video, text, audio, imagery, photography) in order to drive interest in, engagement with and applications for the Cambridge MBA.
- Using current and emerging technologies to engage audiences.
- Devising, planning and executing targeted promotional campaigns involving multiple content items, touchpoints and audience groups, evaluating campaign results and use to inform future strategies.
- Managing the content on the MBA webpages, ensuring accuracy of information as well as alignment with campaign schedules.
- Using the content management system (CMS) to build pages and content, evaluating web usage to inform future strategies.
- Liaising with Cambridge Judge Business School Media Relations team to identify and respond to press queries and story building.
- Creating content across video, written text, imagery, photography, animations, audio and more.
- Using customer relationship management (CRM) software to understand lead capture and nurture, segment audiences, running reports and evaluating activity.
- Managing regular email newsletters, creating content and deciding on message priority according to promotional calendar for the MBA.
- Managing projects with external suppliers, such as designers, advertising and marketing agencies to deliver projects.
- Building a strong network with a wide range of contacts (students, faculty, colleagues, corporates) to support ideas, formulation and delivery of the content strategy.

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.

- Bachelors degree.
- Experience writing for social media.
- Experience of campaign planning.
- Experience working with wide range of stakeholders (some senior) to inform and create content.
- Experience managing projects with designers and other suppliers.
- Experience working with CRM and CMS systems.
- Excellent written English with outstanding communication and creative writing skills and a keen eye for detail.
- Excellent project management skills, able to manage multiple stakeholders.
- Strong organisational ability, be proactive and adopt a 'can do' attitude.
- The ability to prioritise workloads and excellent time management skills are essential.
• Able to co-ordinate across multiple groups whilst keeping to a regular timetable of delivery.
• Eye for design and aesthetics, ability to follow brand guidelines but also be creative in developing new and impactful content.
• Experience of WordPress and Adobe Creative Cloud, particularly InDesign and Photoshop.
• Willingness and interest to participate in MBA conferences and other professional activities.

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. The salary will be in the range £28,660-£34,189 per annum. There will be a six-month probationary period.

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/job.

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 13 November 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.