JOB TITLE: EMBA MARKETING ASSISTANT

REPORTS TO: EMBA HEAD OF MARKETING AND ADMISSIONS

Background

The Executive MBA (EMBA) is a major teaching programme established in 2009 at Cambridge Judge Business School. The EMBA office is responsible for all organisational aspects of delivering the EMBA programme, including marketing, admissions, teaching materials, coordination of faculty and other internal and external input to the programme, feedback, examinations, student welfare and careers advice.

The role

The role holder will promote the Cambridge EMBA and actively recruit students from all over the world to recruit a class of approximately 120 students of the highest calibre. The role holder works with a market segment of potential applicants from around the world and from a broad range of professional and cultural backgrounds.

Main responsibilities

Marketing materials, sales and marketing campaigns

- Writes copy & project manages production of marketing materials, for print and online, such as newsletters, printed brochures, emails, the EMBA website, advertising campaigns, video scripts and social media platforms (e.g. Twitter etc.) – to convey selling points and admissions procedures for the EMBA.
- Provides regular updates on publicity materials and marketing events for inclusion in all internal communications.
- Maintains brand management in both print and online communications and ensures consistent messaging according to official branding guidelines.
- Implements marketing campaigns e.g. scheduled emails using CRM system.
- Follows up leads and monitors results.
- Places online and print advertising, liaises with designers, printers and photographers.
- Data collection, management, analysis and reporting.
- Manages social media channels, including Twitter, Weibo, LinkedIn & others as deemed relevant; creates and posts content, monitors engagement, makes recommendations as to future activity.
External suppliers and agencies:

- Writes briefs and obtains quotes for marketing work, conveying parameters of each project and marketing objectives, including budget negotiations.
- Liaises with external suppliers to ensure cost-efficient, good quality and timely production of marketing and promotional materials.
- Manages relationships with design, advertising agencies and other suppliers.

Events, conferences and PR support

- Organises overseas events e.g. researches and books suitable venues, manages guest lists, sends out invitations, arranges printing of any support materials, arranges catering, travel arrangements, etc.
- The role holder will be required to attend conferences and events in the UK and overseas.
- Organises other events, such as College dinners, open days etc., for the purposes of recruitment and business development.
- Co-ordinates pre- and post-event promotions (e.g. email promotions, alumni contact).
- Co-ordinates and works with Admissions and Community Managers to follow-up with email communication to prospective candidates attending events.
- Assists the Head of Marketing and Admissions in identifying participant/alumni news that can be written into a news story; liaises with Media Relations team in Corporate Communications & Marketing to identify suitable media to which the press release can be sent; follows up with Media Relations team to monitor/measure results.

Benchmarks, research and analysis

- Benchmarks the Cambridge EMBA and marketing initiatives against competitors, for example competitor brochure styles, competitor promotional activities.
- Develops and implements marketing activities which will help with student enrolment on the programme.
- Carries out competitor analysis and benchmarking exercises to inform future marketing activities.
- Under the guidance of the EMBA Head of Marketing & Admissions, undertakes research for the purpose of marketing campaigns by speaking with alumni and current EMBA students.
- Devises questionnaires using software such as Qualtrix, undertaking internet research, attending conferences and events, and keeps abreast of sources of information such as GMAC.

Activity reports and systems management

- Writes activity reports for marketing projects, including data analysis (i.e. web usage stats, email campaign responses, CRM data, data from online campaigns etc.) for circulation to other staff and to inform planning and budgeting process.
- Uses the CRM system (Microsoft Dynamics) to monitor, evaluate and report on numbers of prospective students registering an interest in the programme and attending information sessions.
- Uses the CRM system to compare data from previous years and to monitor effectiveness of promotional campaigns.
Commissions audio visual promotion pieces

- Planning content, arranging interviews, liaising with AV professionals, editing and distributing final piece (for videos, recorded podcasts, etc.).

Administration and planning

- Obtains quotes from suppliers, raises purchase orders and other paperwork necessary to fulfil financial procedures for appointing new suppliers/contractors.
- Manages business development processes i.e. identifying relevant personnel within organisations, arranging meetings; maintaining contact and building relationships.
- Sets out a clear plan for the year ahead so that all marketing activity is completed in the half of the yearly cycle allocated to the marketing element of the job, thus enabling the admissions element of the role to be undertaken during the half of the year that admissions are received and processed.

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.

- Educated to degree level or equivalent.
- A marketing qualification or highly relevant experience.
- Experience in a marketing communication or PR role.
- Understanding and familiarity with social media and the changing digital marketing landscape.
- Strong writing ability, with strong attention to detail.
- Excellent communication and interpersonal skills with experience of working with individuals from other cultures.
- Strong organisational skills with the ability to prioritise a wide variety of tasks and work with accuracy and to deadlines.
- Ability to work using own judgement and work under pressure.
- Confident in undertaking occasional cold-calling for the purpose of business development.
- Ability to work independently, effectively and collaboratively as part of a small team.
- Sound IT skills including Microsoft Office i.e. Word, Excel, PowerPoint.
- Experience of using CRM (Microsoft Dynamics) systems is desirable.
- Must be willing to travel to attend conferences and events, both within the UK and overseas as required.

Benefit

This is a full-time position working 36.5 hours per week. There will be a six-month probationary period. Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range £26,243-£30,395 per annum.
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 6 January 2019.

Applicants are required to provide details of three referees. These will not be contacted unless he applicant is shortlisted.

Equity 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.