**JOB TITLE:** EXECUTIVE EDUCATION DIRECTOR OF MARKETING  
**REPORTS TO:** EXECUTIVE DIRECTOR

**Background**

Executive Education is a major activity of Cambridge Judge Business School (CJBS) operated by JBS Executive Education Ltd. (JBSEEL), a limited company wholly owned by the University of Cambridge, operated as a department within the School. Its activities include a range of well-established open programmes, a substantial suite of custom programmes, and deep engagements with clients, where the mode will shift from "education" to collaborative problem solving that not only creates value for the client but also helps to generate research questions, data, and publications for faculty members in the Business School.

**The role**

We are seeking to appoint a Director of Marketing in the Executive Education department who will be a member of the executive team and will have primary responsibility for the development and execution of our marketing strategy.

The role holder will work in our recently opened purpose-built building which provides state of the art teaching and social spaces, enabling us to deliver most of our programmes in our own premises to our own standards of excellence for the first time.

They will be an inspiring, energetic and innovative leader, who will play a key role in JBSEEL’s professional management team, contributing to strategic planning and organisational leadership.

The Director of Marketing will be lead on the ‘look and feel’ of JBSEEL’s publications, in line with Cambridge Judge Business School brand guidelines. Working in close collaboration with key internal and external stakeholders the post-holder will oversee the support services underpinning the development of promotional materials for business development teams, as well as online and open enrolment executive education programmes. To this end, the Director of Marketing will lead the creation of client-centred services to ensure that customised marketing materials and activities are available in accordance with organisational strategy. They will also oversee the negotiation and procurement of services from external suppliers (production, design, advertising and distribution etc) in liaison with Cambridge Judge’s Corporate Communications & Marketing team for advertising and design services to ensure consistency of brand ‘look and feel’ and to maximise cost savings.

The Director of Marketing will lead JBSEEL’s external and internal communications, including management of JBSEEL PR, production of JBSEEL-focussed publications, website content, and internal newsletter and intranet. Rarely, they may be a spokesperson for JBSEEL.
The role holder will also have a key role in ensuring that JBSEEL remains competitive in its ability to innovate and deliver its products through new communication channels and will develop a strategy for the use of social media as well for new technologies and approaches to communicating with external stakeholders, alumni and friends of Executive Education.

The Director of Marketing will be responsible for the stewardship of JBSEEL’s brand, as part of the overarching CJBS brand (overseen by Cambridge Judge’s Corporate Communications & Marketing team) and will plan for the use of the brand, both in promotional materials and new merchandise.

JBSEEL is actively pursuing new channels and products. The Director of Marketing will be responsible for developing a market research strategy and for ensuring that the business is kept informed of key competitor activity and opportunities for growth.

In addition to the role’s strategic and operational requirements, the Director of Marketing will need the interpersonal skills and the collaborative mindset to work effectively with very senior internal and external colleagues and stakeholders, as well as keeping the Director’s own marketing team motivated and driven.

**Main responsibilities**

- Develop and deliver a vision and accompanying three-year strategic plan for JBSEEL’s marketing, designed to support its ambitions and stated mission to be a world-class executive education provider within a University-based business school community.
- Effectively lead, motivate and develop a high-performing marketing and communications team through appropriately configured team structures and personal development plans.
- Produce an innovative annual marketing plan for JBSEEL, in alignment with the strategy and in close collaboration with key stakeholders. There should be a focus on marketing in the digital age, developing a strategy for our online offerings.
- Lead JBSEEL’s public relations and communications function with the utmost professionalism and responsiveness.
- Provide proactive and high-quality design, production and procurement services for JBSEEL’s needs for promotional materials and events.
- Develop and deliver a strategy and business plan for the promotion of JBSEEL’s brand through JBSEEL merchandise.
- Develop and deliver a strategy for marketing innovation, ensuring that Executive Education makes the most effective use of social media and new technologies, all the time keeping ahead of global marketing trends and establishing a position at the forefront of innovative thinking in order to gain competitive advantage.
- Lead JBSEEL’s corporate market research and analysis to measure its current position and to develop strategic initiatives to improve its rankings in conjunction with the Corporate Communications & Marketing team, which oversees rankings communications. This will include the implementation and use of metrics and research for tracking the trends across the range of markets from which we draw Executive Education participants.
- Develop and manage budgets for JBSEEL’s marketing activities.
• Work with the Online Communications team (part of the Corporate Communications & Marketing team) on the development of the Executive Education section of Cambridge Judge Business School’s website and any additional websites.
• Act as a role model to team members and other operational and administrative staff, communicating the importance of high standards at all times and championing a culture of customer care.
• Fulfil such other role-related duties as the Executive Director may require.

The person

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:

**Essential**

• Educated to degree level or equivalent with strong professional credentials in marketing and/or related areas.
• Significant experience of working at the senior level in a marketing leadership role.
• Proven experience of having successfully developed and implemented a corporate marketing strategy in a complex organisation.
• Experience of having developed and led high-performance teams. Effective people and team management skills.
• Proven ability to innovate in marketing and to demonstrate original thinking in identifying and deploying new technologies to best effect. In-depth knowledge and understanding of new media, sufficient to identify and deliver innovative marketing solutions.
• Superb oral and written communication skills, including the ability to draft compelling strategic plans, develop business plans, oversee the drafting of effective marketing materials and act as brand and PR ambassador for Executive Education.
• Well-honed analytical skills to evaluate effectiveness of market position and techniques for improvement.
• Experience of brand management and the ability to develop an effective strategy in this area.
• Numerate and business-minded, with experience of developing and managing significant budgets across various functions.
• Experience of managing client-supplier relationships, both internally and externally.
• Experience of negotiating and managing commercial supply and distribution arrangements.
• A creative mind – thinking outside of the box, questioning the status quo.

**Desirable**

• Experience of working in highly competitive markets with demanding internal and external clients.
• Understanding of, and empathy with, the values and goals of executive education within a world-class business school.
Benefits

This is a full-time position, working 40 hours per week. The salary will be competitive. There will be a
nine-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 role 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
email it, with a full curriculum vitae and a covering letter explaining your interest in the position and how
your experience would help you to fulfil the role, to Martin Hawes: mgh@theedgeselection.co.uk.

The closing date for applications is 28 February 2019.

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

Applicants who do not hear from us within six 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.