JOB TITLE: MARKETING & COMMUNICATIONS MANAGER, MST IN ENTREPRENEURSHIP (FIXED TERM)

REPORTS TO: DEPUTY HEAD OF EDUCATIONAL AND TEACHING SUPPORT

Background

Cambridge Judge Business School is currently recruiting a Marketing & Communications Manager for its Master of Studies (MSt) in Entrepreneurship programme. This part-time programme builds on the School’s track record in entrepreneurship and consolidates its strategy and vision by bringing together the School’s programmes and activities in entrepreneurship, building a coherent and co-ordinated offering in entrepreneurship. The Entrepreneurship Centre at Cambridge Judge supports the full entrepreneurial journey starting with the empowerment of aspiring entrepreneurs, through the creation and development of early-stage ventures, and all the way to small and medium-size enterprise growth.

Launched in September 2018, the MSt in Entrepreneurship aims to attract 75 students per year. The programme is part-time and is designed specifically for entrepreneurs, and as such attracts a cohort of students who are diverse in terms of their interests (range of industry sectors), experience (ranging from recent graduate to very experienced entrepreneur) and geographical location (currently based in nine different countries).

The role

The post holder has a key role to play in supporting the MSt in Entrepreneurship Programme Director to set the standard of the programme image and to represent it. Working in collaboration with the Programme Manager, this role is pivotal to promoting and raising the profile of the MSt in Entrepreneurship.

The role holder has responsibility for the strategic management of the marketing and communication functions; has ownership of the recruitment processes that feed into the admissions cycle; leads the research, analysis and evaluation of market trends and needs; fosters relationships with alumni, advocates and other stakeholders who can help with the promotion and profiling of the programme; and engages with School and University-wide opportunities to leverage economies of scale.

This role is pivotal to the success of the MSt in Entrepreneurship, working in co-operation with the other programme team members.
**Main responsibilities**

**Strategic management**

- Formulating a marketing and communications strategy, including recommendations and plans for advertising, promotional events, press coverage and media relations, online material, external partners, printed collateral, and so on. Ensuring that the strategy fits within overall MSt in Entrepreneurship marketing plan (messages, schedule, territory priorities, events schedule).
- Managing the implementation of the marketing and communications strategy, liaising with the Business School's Corporate Communications & Marketing team to ensure it fits with overall School strategy.
- Co-ordinating with other programme functions (such as the admissions cycle, led by the MSt Programme Manager) to ensure a consistent message flows through the entire programme.
- Commissioning collateral in line with CUBS brand guidelines.
- Advising on PR development in liaison with the School's External Engagement and Corporate Communications & Marketing teams, for example, to disseminate student and faculty stories, awards, etc.
- Liaising with marketing suppliers and key marketing contacts across the School to help evaluate share of voice and responding to marketing needs (e.g. adverts, recruitment fairs, online campaigns, etc).
- Leading on promotional campaigns, ensuring optimal delivery and timing with recruitment and admissions cycles.
- Taking ownership of the website content, developing and designing new content.
- Overseeing and providing guidance on social media presence.
- Identifying suitable opportunities and planning a recruitment events calendar (onsite, offsite and online).
- Planning processes to communicate with prospective applicants, including prompt responses to enquiries (in writing, by phone, at events, etc).

**Research, analysis and evaluation**

- Staying up to date with market and communications trends, needs and practices (e.g. media performance, readership, etc.), keeping abreast of business schools' developments, and monitoring competitors.
- Identifying and selecting market research suppliers as and when necessary.
- Determining appropriate data analysis to feed into the continuous improvement of plans and processes and to inform future strategies.
- Producing regular recruitment and admissions reports to measure and respond to;
  - progress against previous years and against targets set
  - volume of enquiries and conversion rate, demographic profile, historical trends
  - competitor benchmarking and market forces
• levels of marketing activity, such as web usage
• ROI from adverts, recruitment fairs, online campaigns, etc.

• Understanding customer behaviour, for example, using students and alumni surveys to capture intelligence.
• Disseminating relevant market research data to key stakeholders across the School.

Relationship management

• Helping build and maintain strong relationships with external partners, such as organisations that sponsor programme participants (if any).
• Fostering alumni relations in collaboration with the Alumni Relations team and identifying alumni to act as advocates of the programme.
• Leveraging all advocates, including alumni, students, faculty, Colleges, etc. for recruitment purposes.
• Developing and maintaining relationships with potential promotional agents worldwide to ensure a successful promotion of the programme worldwide; accurate and effective information flows; effective partnerships on recruitment events and local marketing efforts.

Resource management

• Reviewing expenditure on a regular basis, making adjustments in line with changing objectives, new system opportunities, and market conditions, and with resources available.
• Undertaking cost-efficiency analysis of marketing efforts.
• Evaluating the cost efficiency of marketing and event activities throughout the School to ensure synergies, economies of scale and value for money.
• Maintaining and developing relationship with media suppliers (agencies, copywriters, design houses).

Other duties

• Working supportively with the MSt in Entrepreneurship team on a reciprocal basis during times of pressure and work overload.
• Sharing best practice with other masters programmes by being an active member of the existing practitioner groups.
• Managing, allocating tasks, and overseeing support staff and temporary employees.
• The role holder may be asked to deputise for the line manager or the Academic Programme Director at marketing and communications-related meetings.
• From time to time the role-holder may also be required to perform other duties based on grade of the post and current work commitments.
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.

Essential

- Bachelors degree or equivalent.
- Proven experience planning and delivering marketing and communications strategies, ideally in a higher education setting.
- Demonstrable experience researching, analysing and evaluating higher education market trends and needs.
- Competence to think strategically, to implement strategy, and to monitor progress through setting viable milestones and objectives.
- Ability to prioritise workload to meet multiple deadlines and to forward plan.
- Accuracy and attention to detail, and ability to maintain this under pressure.
- Readiness to train and manage support staff.
- Flexibility to attend promotional events on weekends and/or away from Cambridge.

Desirable

- Professional qualification in marketing, communications, or a related area.

Benefits

This is a full-time position working. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £30,395-£39,609 per annum.

The funds for this post are available for one year in the first instance. Applicants from the University of Cambridge wishing to undertake a secondment are welcome to apply.

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 1 September 2019.

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 anyspecial 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.