JOB TITLE: MARKETING AND PR MANAGER (PART-TIME)

REPORTS TO: HEAD OF CORPORATE COMMUNICATIONS & MARKETING

Background

The Corporate Communications and Marketing team is a primary external-facing department within Cambridge Judge Business School (CJBS). The team includes the Corporate Communications, Brand, Media Relations, Corporate Marketing & PR, Social Media and Online Communications functions. The team exists to promote the work, mission and vision of Cambridge Judge and to ensure that all stakeholders have a shared understanding of the achievements and impact of CJBS in order to make Cambridge Judge the business school of choice for students, faculty, potential donors and thought leadership with real-world impact. The Corporate Communications and Marketing team engages with multiple audiences, including students, faculty, alumni, the general public, media agencies, social media influencers and national and international media.

In a highly competitive global marketplace for business education, the establishment and implementation of a strong brand identity and a comprehensive and effective communication strategy is essential in order to firmly position the University of Cambridge’s Judge Business School in the top tier of business schools worldwide.

The role holder will develop and implement the Corporate Communications & Marketing strategy, which will include campaigns across paid, owned and earned marketing and communications channels to raise the profile of CJBS and help position the School as a world-leading business school. They will be actively involved in the creation of the Business School’s evolving corporate marketing and communications strategy, working extensively with colleagues at all levels across the Business School, and be responsible for its implementation.

The role

The Marketing and PR Manager, in collaboration with others, will develop and implement an effective multi-channel corporate communications strategy to raise the profile of the Business School and its programmes; faculty and the impact of their research activity; student and alumni achievements; to diverse audiences and stakeholders.

This will include maintaining marketing and channel plans, identifying new digital opportunities, crafting and producing excellent content (written, video, audio, graphics etc.), implementing a search engine optimisation (SEO) strategy and engaging with internal and external stakeholders and audiences to raise visibility of the brand and increase brand engagement. The role holder will run brand campaigns and evaluate campaign performance against brand KPIs as well as analysing the Business School's brand activity more broadly.
The role holder will work with in-house marketing teams and external agencies to achieve the brand strategy and to provide in-house expertise to those programmes without dedicated resource. They will lead on corporate marketing and communications performance measurement, with support from other members within the Corporate Communications & Marketing team.

**Main responsibilities**

**Business School marketing strategy**

- Co-creates and oversees the execution of Cambridge Judge Business School’s corporate marketing and PR strategy through competitive research, audience research, messaging and channel identification.
- Identifies new, innovative opportunities to market the Business School.
- Works with the Head of Corporate Communications & Marketing to create a consistent ongoing editorial strategy in order to effectively deliver priority messages across all print and e-communications; establish a ‘content pipeline’ to showcase CJBS excellence in a creative, professional and externally facing fashion.

**Leads on execution of corporate marketing strategy**

- Effectively implements the annual corporate marketing strategy.
- Produces an innovative annual marketing plan, in alignment with the corporate communications & marketing strategy, including a mix of owned, earned and paid channels.
- Oversees budget allocation and spend, measuring campaigns against KPIs and preparing written reports on campaign results.
- Ensures that the overall plan reflects external factors that are pertinent to the communication of business or management related news (e.g. geo-political situations, annual rankings cycle).
- Briefs the Social Media Manager on social media requirements for brand campaigns.
- Ensures consistency of voice across all corporate social channels.
- Identifies relevant sponsorship opportunities.
- Identifies award opportunities to pitch to internal stakeholders for participation.

**Manages brand awareness campaigns**

- Works with the Head of Corporate Communications & Marketing on brand awareness campaigns to raise visibility of Cambridge Judge Business School, its faculty, students and alumni.
- Takes ownership of the effective implementation of brand awareness and engagement campaigns.
- Oversees campaign budget allocation and spend.
- Measures campaigns against KPIs.
- Prepares written reports for the Head of Corporate Communications & Marketing on campaign results.
Search Engine Optimisation (SEO)

- Works with a specialist external agency, marketing managers from across the Business School and the Head of Online Communications to implement a SEO optimisation plan.
- Creates and oversees a paid search plan.
- Regularly evaluates the work and refines the plan based on findings.

Business School websites and other communications/marketing channels

- Responsible for the formal curation of Cambridge Judge Business School’s website content.
- Takes responsibility for the reconceptualisation of content on the Cambridge Judge Business School website.
- Works with the Head of Corporate Communications & Marketing on brand messaging.
- Ensures consistency of voice across all corporate channels.
- Creates and maintains content for marketing material creation, inductions, events, and presentation events.
- Works across Corporate Communications & Marketing functional areas and teams across the Business School to maximise use of their collective content output as input into campaigns.
- Works collaboratively with the Head of Online Communications on the scheduling of content messaging, design and implementation of the work.
- Effectively promotes content via well-respected channels, measuring impact and reporting on results.

Leads on marketing and communications performance measurement

- Plans and develops tools to ensure effective performance measurement.
- Leads Corporate Communications & Marketing team members in the accurate and regular reporting of their specific activities against KPIs.
- Prepares reports for the Head of Corporate Communications & Marketing.

Leads on day-to-day brand management

- Manages the day-to-day requirements of the brand visual identity, ensuring the adoption of and adherence to the CJBS brand guidelines.
- Responsible for the management of a range or brand resources and processes to the benefit of all areas of the Business School.
- Handles cross-Business and Centre brand-related enquiries.
- Delivers brand training and analysis.
- Oversees the development and management of branded-gifts and merchandise.
Relationship management (internal co-ordination)

- Understands the needs of programmes that do not have dedicated marketing resource and identifies ways in which the marketing and communications strategy can support these programme objectives.
- Represents the School and the University by attending events, and feeds contacts through to appropriate contacts at the School.
- Establishes a Service Level Agreement for the provision of marketing advice and guidance as a central service for branding, marketing and communications throughout the School.
- Creates and presents an annual training plan to the Head of Corporate Communications & Marketing to agree how training needs can best be resourced and delivered.
- Creates a toolkit for the Business School incorporating University wide policies, protocols and procedures.

Relationship management (suppliers)

- Maintains and develops relationships with consultancies, design agencies and suppliers.
- Gathers market data and advice on advertising targets and agencies.
- Manages requests for proposals (RFPs) or the sourcing of agencies/suppliers in accordance with financial procedures.
- Ensures brand identity and messages are consistently promoted in all work delivered by suppliers.
- Negotiates cost-effective rates.
- Develops strong working relationships to ensure projects are carried out as efficiently and effectively as possible.
- Manages suppliers for design, print and SEO.

Public Relations

- Sets up and maintains the infrastructure to keep abreast of faculty, alumni, staff and students to communicate internally and externally, on a sustained basis, including media and social media.
- Engages with bloggers, key influencers, external third parties, faculty, students and alumni to develop brand outreach and advocacy.
- Works in collaboration with the Social Media Manager and Head of Media Relations to build strong relationships with key influencers.
- Tracks audience engagement, builds and maintains relationships.

Research & analysis

- Keeps abreast of new trends.
- Carries out desk research (competitor benchmarking, business school developments, marketing practices in higher education).
- Disseminates relevant market research data to key stakeholders across the School.
• Liaises with marketing suppliers and key marketing contacts across the School to help evaluating share of voice and response to marketing activity (e.g. adverts, recruitment fairs, online campaigns etc).
• Prepares written reports.

Financial and procurement

• Inputs into the annual Corporate Communications & Marketing budget.
• Oversees the procurement of marketing services.
• Monitors spend against budgets.

The role holder will also fulfil other role-related duties as the Head of Corporate Communications & Marketing may require.

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:

• Extensive experience of creating and implementing marketing strategies and plans.
• Experience of brand management; will ideally have worked in a business school environment or world-class higher education establishment.
• Significant experience of setting up and managing the delivery of cross-organisational, multi-audience communication and marketing projects and campaigns.
• Significant experience of producing quality written and visual content.
• Experience of writing briefs and plans.
• Excellent written and verbal communications skills.
• Proven ability to deliver effective internal and external communications with demonstrable impact.
• Strong copywriting and proofreading skills.
• Experience of managing agencies.
• Experience of running training programmes.
• Experience of working in a complex organisation with competing priorities from multiple stakeholders.
• Collegiate and effective team player.
• Ability to successfully manage a range of relationships.
• Awareness of key issues, trends, opportunities and challenges in the business school sector.
• Will ideally have experience of, or exposure to, CASE, EFMD or equivalent professional body or business school network.
• Knowledge of digital marketing tools and techniques.
• Well-honed analytical skills to evaluate the effectiveness of marketing campaigns and the effectiveness of market position.
• Excellent attention to detail.
• Strong organisational skills, with the ability to think strategically, multitask, set own priorities and deliver to deadlines.

• Excellent planning and time management skills. Ability to plan and prioritise own work activities for months ahead, responding to pressures from non-standard work and to managers’ or programme and centre requirements, adjusting priorities as needed.

• Excellent initiative and creative thinking skills.

• Excellent working knowledge of Microsoft Office packages.

• Excellent knowledge of the management of the design process for both print and online.

• Minimum of a second class honours degree or equivalent.

• Sound judgement.

• Tact and diplomacy.

• The role holder will be required to attend events, conferences and meetings to raise the profile of Cambridge Judge Business School, University of Cambridge. This may involve UK and international travel, and some evening and weekend working.

• Needs to be willing to work at events where alcohol is served.

• Marketing/media/communications qualification or equivalent evidence of professional development.

• Experience of managing communications relating to sensitive or controversial issues.

Benefits

This is a part-time position working 75 per cent of the full-time equivalent which equates to approximately 21 hours per week. There will be a six-month probationary period. 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 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. You will automatically be enrolled to become a member of the USS (Universities Superannuation Scheme) – a defined benefits pension scheme. For further information please visit: www.pensions.admin.cam.ac.uk. We also offer 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 Tuesday 10 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 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) 339700 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.