JOB TITLE: DIGITAL MEDIA MANAGER

REPORTS TO: DIRECTOR OF CORPORATE COMMUNICATIONS & MARKETING

Background

The Corporate Communications & Marketing (CCM) 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 CJBS the business school of choice for students, faculty, potential donors and thought leadership with real world impact. The Corporate Communications & Marketing team engages with multiple audiences, ranging from prospective and current students, faculty, alumni, existing supporters, the general public through to media agencies, social media influencers to 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

The role-holder will be the in-house social media expert; they will be actively involved in the creation of the Business School’s evolving social media strategy and responsible for its implementation and measurement. They will build the digital marketing capability within the Corporate Communications & Marketing team, sharing best practice and reporting on key campaign successes.

Main responsibilities

The Digital Media Manager will develop and implement an effective social media strategy on behalf of the Business School, in order to raise the profile and impact of the CJBS brand to diverse audiences and stakeholders.

This will include planning and maintaining the social media calendars, crafting and publishing excellent content (written, video, audio, graphics etc.) and creating engagement on our Business School channels and other relevant channels, such as YouTube, to expand brand reach and grow brand engagement. The role holder will identify opportunities, champion social media, run social media campaigns and evaluate campaign performance against brand KPIs as well as analysing the Business School’s social media presence and activity more broadly.
They will work with external agencies on content marketing for social and digital channels joining the team as the go-to expert. They will closely monitor activity on Business School accounts and provide a customer facing response to queries and handle reputational risk issues arising on social media.

**Social media strategy**

- Create and oversee the execution of Cambridge Judge Business School’s social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Take ownership for social channel product roadmap planning.
- Take ownership in the creation of a functional social media framework.
- Lead on execution of social media strategy and manage the Business School’s social media accounts.
- Work across the Corporate Communications & Marketing function and teams across the Business School to maximise their collective content output and to develop campaigns.
- Co-ordinate social media communications across the Business School to the benefit of all programmes and centres; overseeing and governing the social media content that is produced and ensuring activities fall within the Department’s social media strategy.
- Manage and carry out creative and innovative social media content and campaigns.
- Originate and create social campaigns that represent the brand and are delivering the Corporate Communications & Marketing strategy.
- Be responsible for the formal curation of Cambridge Judge Business School’s social media presence across central CJBS corporate accounts.
- Liaise with key internal editorial teams and stakeholders including Executive Education, programme teams, External Engagement team and Centres to maximise output.
- Ensure consistency of voice across all corporate social channels.
- Create an annual social media campaign calendar that captures key activity.
- Create individual campaign plans and content schedules.
- Oversee the origination and production of content assets (e.g. infographics, short videos, polls etc.) that perform well in specific target social media, working with the Marketing and PR Manager.

**Social media and digital marketing**

- Seek to build our social media communities to achieve greater impact in support of the attraction of new students (and the retention of existing ones) and develop and grow Cambridge Judge Business School’s academic reputation as a research-led Business school with real world impact.
- Create a targeted plan to increase the Business School’s social media follower base.
- Cultivate a social media referral network.
- Increase organic engagement and conversions by implementing creative best practices.
- Amplify our content organically through a range of social tactics.
- Leverage faculty blogs.
- Increase the number of followers and engagement of CJBS accounts through targeted campaigns.
- Leverage the University of Cambridge social accounts to extend reach.
• Identify social influencers, creating a targeted list of business/business education social influencers to seed content; working in collaboration with the Marketing and PR Manager and Head of Media Relations to build strong relationships with key influencers.

• Regularly reach out to these influencers.

• Co-create and execute a corporate digital marketing plan; creating assets, repurposing resources and measures results, producing regular campaign reports to the Director of Corporate Communications & Marketing.

Customer service

• Closely monitor activity on Business School accounts and provide answers to questions, liaising with programmes and Centres.

• Provide ongoing advice and support on all aspects of social media marketing and management for programmes, centres and faculty.

• Provide a full social media campaign service to help the Business School reach marketing objectives, and increase awareness and visibility.

Reputational and brand protection

• Plan and develop social media tools to ensure effective reputational monitoring and performance measurement.

• Handle reputational risk on social media, closely monitoring engagement for inappropriate or malicious content from other users.

• Respond appropriately, escalating serious problems, with appropriate analysis, to the Director of Corporate Communications & Marketing.

• Monitor Facebook ads that are set up internally to make sure they within the guidelines.

• Monitor CJBS accounts to ensure they remain on-brand and adhere to School values.

• Maintain the reputational risk incident register for social media.

School-wide and external digital outreach

• Set up and manage new School-wide social media channels for the benefit of all programmes and centres across the School.

• Work with external agencies and take ownership of setting up region-specific social channels.

• Create, craft and co-ordinate/repurpose content that is optimised for audiences in these geographies.

• Prepare and execute the corporate digital marketing and social media plan.

Brand advocacy on social media

• Support the mobilisation of faculty, alumni, students and staff to be active on social media to share prepopulated posts with their networks.

• Work collaboratively with students and staff to develop CJBS brand advocacy on social media.

• Run a programme of social media takeovers.
• Develop, actively manage and oversee social media takeovers with students, alumni, faculty and staff to showcase activity at the Business School (programme/group/students/alumni) and the ‘real’ experience at CJBS.

• Lead on the creation of a brand advocacy strategy, with the Director of Corporate Communications & Marketing and the Marketing & PR Manager.

• Execute the brand advocacy strategy by engaging with stakeholders, influencing their social media engagement, advising on social media best practise and supervising the social media output of programmes and centres at CJBS.

Training

• Lead on the identification of social media training needs across Cambridge Judge Business School.

• Create and present an annual social media training plan to the Director of Corporate Communications & Marketing and the Marketing & PR Manager to agree how social media training needs can best be resourced and delivered.

• Create a toolkit for the Business School incorporating university wide policies, protocols and procedures for social media.

• Manage day-to-day training and oversee external training.

• Provide advice and guidance to colleagues on social media.

Social media evaluation

• Monitor and analyse social media trends and their potential impact and relevance for the Business School, reflecting these advancements in the functional social media framework and toolkit.

• Measure the performance of our social media against vital key performance indicators (KPIs).

• Draft and prepare reports for the Director of Corporate Communications & Marketing, working in liaison with the Marketing & PR Manager.

Research

• Keep abreast of new and emerging social media advances.

Financial administration

• Input into the annual Corporate Communications & Marketing budget.

• Oversee the procurement for social media and digital media services and monitor budget spend.

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 using social media as part of an integrated marketing and communications plan, both organic and promoted.

• Expert knowledge of Facebook, Twitter, Instagram, YouTube and LinkedIn in a business context.
• Experience of managing digital marketing campaigns.
• Experience of managing creative processes with significant elements of social media.
• Significant experience of setting up and managing the delivery of cross-organisational, multi-audience communication projects and campaigns.
• Demonstrated success working on digital content delivery in a client-focused environment, with engagement from multiple stakeholders.
• Proven ability to deliver effective internal and external communications with demonstrable impact.
• Excellent analytical skills to evaluate the effectiveness of campaigns and social media platforms.
• Extensive experience of reporting on campaigns, highlighting campaign successes and learnings.
• Significant experience of producing quality written and visual content.
• Extensive experience of running cross-department social media programmes.
• Experience of writing briefs and plans.
• Experience of managing agencies.
• Experience of scenario planning and managing crisis communications within the social media sphere.
• Excellent written and verbal communications skills.
• Excellent attention to detail.
• Strong social video creation and editing skills.
• Knowledge of Adobe suite.
• Strong presentation and training skills.
• Strong organisational skills, with the ability to think strategically and multi-task.
• Excellent planning and time management skills.
• Ability to manage a heavy workload and work well under pressure and deliver to deadlines.
• Proven ability to work well as a team with a wide range of stakeholders.
• Sound judgement; ability to operate with tact and diplomacy.
• Experience of working in a complex organisation with competing priorities from multiple stakeholders.
• Minimum of a second class honours degree or equivalent.
• Journalism/media/communications/marketing qualification or equivalent evidence of professional development.
• The role holder will be required to do some evening and weekend work at events and conferences to raise the profile of Cambridge Judge Business School, University of Cambridge.
• The role holder needs to be willing to work at events where alcohol is served.

Benefits

This is a full-time position working 37 hours per week. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £30,942-£40,322 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 ‘playscheme’ 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 14 December 2020.

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 2013.
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.