

**JOB TITLE: DIRECTOR OF MARKETING, EXECUTIVE EDUCATION**

**REPORTS TO: DIRECTOR, EXECUTIVE EDUCATION**

Background

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Executive Education is a major activity in Cambridge Judge Business School (CJBS) operated by JBS Executive Education Ltd. (JBSEEL), a limited company wholly owned by the University of Cambridge. Its activities include a well-established range of open programmes, a large and growing 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 the Business School.

We are entering an exciting new era of growth and development at Executive Education, ushered in by our new CJBS Dean and new Executive Education Director. Our strategy is focused on achieving Cambridge's mission and impact in the world, as well as meeting increasing market demands for scaled, innovative, immersive, and digital learning. We are increasing the scale and size of our clients, innovating in digital learning, growing our capability for the future, and enhancing our operating model and partnerships. We are growing rapidly and significantly in some of the Business School's most important and meaningful areas of research, including Environment, Social and Governance (ESG), Strategy and Competitiveness and Alternative Finance.

To find out more visit the Cambridge Judge Business School Executive Education website:

[www.jbs.cam.ac.uk/execed](http://www.jbs.cam.ac.uk/execed)

The role

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We are seeking to appoint a Director of Marketing who will have primary responsibility for the execution of our marketing strategy. As a member of the Senior Leadership Team, the Director of Marketing will contribute to strategic planning and organisational leadership.

The role holder will be a strategic marketer and an inspiring, energetic, and innovative leader. Supported by a committed team of four, they will lead on all aspects of marketing including research and segmentation, marketing strategy, product strategy and development, pricing, digital marketing in both Business-to-Consumer (B2C) and Business-to-Business (B2B), Customer Relationship Management (CRM)/databases and website.

With substantial experience in managing a digital marketing budget in excess of £500,000, the role-holder will provide in-house, granular analysis of what that spend translates to in terms of return of investment (ROI) and adapt the spend with speed and agility as a result. They will be creative and content-orientated, excited about the opportunities for digital innovation, and able to ensure our business retains a competitive edge, harnessing emerging technologies and trends. Ideally with some professional services/consultancy background, they will be highly commercial and at ease in discussions



around strategy and business topics generally, with both the rest of the Leadership team and with Business School faculty.

The role-holder will have a good understanding of Account-Based Marketing and will be skilled at stakeholder management. They will be able to support and ignite our growth agenda, supporting the sales teams and focusing on scale across the business.

The Director of Marketing will be responsible for the stewardship of the Executive Education 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 across all mediums.

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 their own marketing team motivated and driven.

## **Main responsibilities**

### Marketing strategy

- Develop and deliver a vision and strategic plan for Executive Education's marketing, designed to support its ambitious growth agenda and stated mission to be a world-class executive education provider within a University-based business school community.
- Produce an innovative annual marketing plan for Executive Education, in alignment with the organisational strategy and in close collaboration with key stakeholders.
- Management of Hubspot to help align sales and marketing and optimise strategy to generate more qualified leads. Analyse key marketing performance metrics and use tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends to formulate actionable insights for the marketing team.
- Identifying new revenue opportunities and ensuring the continuous improvement of Executive Education's marketing efforts.

### Digital innovation

- In collaboration with the Digital Team, lead on the digital experience with oversight of content production including video and other technologies to drive traffic and sales.
- Develop and deliver a strategy for marketing innovation, ensuring that Executive Education makes the most effective use of all digital technologies, consistently keeping ahead of global marketing trends and establishing a position at the forefront of innovative thinking in order to maintain competitive advantage.

### Team management

- Expertly lead, motivate and develop a high-performing marketing with responsibility across research and segmentation, marketing strategy, product strategy and development, pricing, digital marketing in both B2C and B2B, CRM/databases, merchandise, and organisational website.
- Act as a role model to team members and other operational and administrative staff, communicating the importance of high standards, innovation, and championing a culture of customer care.

### Budget and procurement

- Effectively manage and steward an annual marketing budget in excess of £500,000, able to track and analyse spend in terms of Cost per Sale and Cost per Lead and identify trends driving the direction of both, adapting campaigns and spend accordingly to maximise ROI.
- Provide proactive and high-quality design, content production and procurement services for Executive Education.

### Corporate branding

- Lead and advise on the development of the corporate brand to drive the business forward, using marketing insights to contribute towards the overall business strategy.
- Lead Executive Education'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.
- 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.

### The person

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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 a 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 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

- A PSF/Consultancy background.
- 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

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There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The post holder will be eligible to participate in the company's staff incentive plan (Annual Employee Bonus Scheme). Competitive salary. We operate a hybrid working environment, with three days per week in the office to collaborate, and two days working flexibly from home.

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, a commitment to health and well-being, 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 competitive pensions and a tax-efficient bicycle scheme. Full details can be found on the HR website: [www.hr.admin.cam.ac.uk/pay-benefits](http://www.hr.admin.cam.ac.uk/pay-benefits).

#### Application arrangements

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Candidates are asked to complete the CHRIS/6 cover sheet (parts 1 & 3) available on the website and send 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 our recruitment consultant Martin Hawes, The Edge Selection [mgh@theedgeselection.co.uk](mailto:mgh@theedgeselection.co.uk) to arrive no later than midnight on Sunday 9 August 2022.

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

**The closing date for applications is 9 August 2022.**

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

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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.

## Information if you have a disability

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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, Helen Machin, HR Manager who is responsible for recruitment to this position by email on [h.machin@jbs.cam.ac.uk](mailto:h.machin@jbs.cam.ac.uk) Alternatively, applicants can contact the CJBS HR team via [hr@jbs.cam.ac.uk](mailto:hr@jbs.cam.ac.uk).