JOB TITLE: HEAD OF DIGITAL MARKETING & CAMPAIGNS

REPORTS TO: DIRECTOR OF CORPORATE COMMUNICATIONS & MARKETING

Background

The role holder will be responsible for creating and maintaining ‘best in class’ presence for Cambridge Judge Business School (CJBS) on digital channels across paid, earned, and owned activity. They will seek to increase global audience across potential student, faculty, and donor segments, build strong engagement with student and alumni and establish Cambridge Judge as the ‘Business School for life’ it strives to be.

The role holder will play a key role at CJBS in advocating for, guiding, facilitating and co-ordinating digital marketing strategies around the Business School. They will work alongside a wide range of colleagues across Online Operations, IT, Content Production, faculty, programme, and centre teams to optimise digital outreach and engagement under the Cambridge Judge brand.

The role holder will manage the provision of official Cambridge Judge digital marketing channels (such as social media accounts, scheduling software, blog templates, live streaming platforms), working closely with the Online Team, to drive digital marketing activities around Cambridge Judge, taking an overview of activity and content to ensure it is aligned, on brand, measurable, and follows the strategic goals of the Business School.

The role-holder will create, working with the Director of Corporate Communications & Marketing (CC&M), the Business School’s evolving digital marketing strategy and be responsible for its implementation, measurement, and optimisation. They will be the in-house digital marketing lead, being responsible for the end-to-end delivery of integrated digital marketing campaigns with clearly defined goals across channels including social media, blogs and podcasts, advertising, search engine and email marketing.

The role-holder will analyse data, create insights, stay up to date with digital trends, and share expertise and guidance with the Corporate Communications & Marketing team as well as colleagues around the Business School in programme and Centre teams as well as faculty colleagues.

The role-holder will also build the data tracking infrastructure on the website and social media platforms that the Business School’s 20 research centres, degree programmes, and more than 60 faculty will use. This will help Cambridge Judge to get better results from digital media outreach for student recruitment, donor activity, increasing outreach for Executive Education and faculty research outreach that will contribute to research excellence framework (REF). They will be the ‘go-to’ position at the Business School for staff undertaking digital marketing activity and will manage the provision of a full set of digital tools and platforms to enable wide organisational activity in an aligned way, in line with brand and best practice.
The role

**Main responsibilities**

**Strategy and planning**

- Work closely with the Director of CC&M to formulate the digital marketing strategy for Cambridge Judge, with an understanding of long term Business School goals, resourcing, and competitor/business landscape.
- Design the strategy for paid pay-per-click (PPC) and digital display advertising campaigns across a variety of platforms including Google Ads, Microsoft, Facebook, and other social networks for Cambridge Judge Business School.
- Create and oversee the execution of Cambridge Judge Business School’s social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Use data and knowledge of digital channels and audiences to design integrated channel strategies for campaigns, engaging with audience segments where they are, and how they want on platforms such as social media, business media sites, discussion forums, and more.
- Create operational, data-driven plans to deliver the digital marketing strategy, generating ideas to translate business objectives into engaging campaigns with clear objectives and evaluation plans.
- Translate campaign plans into actionable operational plans, including costing, scheduling, necessary procurement and collaboration with internal colleagues or external suppliers: write briefs, messaging and creative approaches where necessary.
- Take responsibility and accountability for the successful implementation of the campaigns, ensuring they are delivered exceptionally end-to-end, on budget and on schedule, from creative development to evaluation and reporting.
- Produce and maintain a content calendar for CC&M and the wider Business School.
- Manage the tools for CJBS’s social media channels, co-ordinating the contributions of colleagues from around the Business School to build cross-team representation; take ownership of scheduling technology systems, train others in its use, lead on procurement processes and compliance related projects.

**Analysis, evaluation, and reporting**

- Design and manage effective evaluation processes for digital marketing campaigns and channels, designing data collection interfaces, storage solutions and reporting templates, ensuring privacy and data protection laws are followed.
- Monitor and analyse digital marketing campaigns and channel activity, using the full range of analytics and business intelligence tools to gather data.
- Develop insights, recommendations, and solutions to share with the CC&M and Marketing colleagues and senior stakeholders around the Business School to drive actionable improvements through optimisation or stakeholder engagement.
- Use Google Analytics to design customer experience journeys to inform web content and structure optimisations.
• Design and implement research projects in the market to gather feedback on digital experiences and assess to create improvements.

Liaison and networks

• Nurture a wide network of content creators to furnish digital marketing campaigns – manage one team member and co-ordinate with other colleagues within the team and around the Business School to optimise content creation and use; ensure all content is aligned to the brand and is of the highest standards.
• Co-ordinate content production and dissemination across digital channels as part of wider strategic campaigns; work across the Corporate Communications & Marketing function and teams across the Business School to maximise use of their collective content output and to develop campaigns.
• Drive the existing network of key internal editorial teams and stakeholders including Executive Education, programme teams, External Engagement team and Centres to improve their outcomes through digital media. Co-ordinate social media communications schedule on the Cambridge Judge accounts to the benefit of all programmes and centres.
• Lead relationship with third party agencies to develop quality, engaging digital content and campaigns across a range of digital channels.
• Build a wide network of external contacts, including influencers, journalists, competitors, suppliers and industry networks to continually seed ideas, develop expertise and Cambridge Judge's success in digital marketing.
• Leverage the University of Cambridge social accounts to extend reach.
• Partner with programme marketing stakeholders around the Business School to examine and refine their digital marketing strategies to support them to achieve maximum impact from marketing campaigns, and ensure a clear digital strategy is woven through their campaigns.
• Organise and chair cross-team review sessions to examine and improve the effectiveness of the Business School's digital marketing campaigns.

Social media management and curation

• Take responsibility for the formal curation of Cambridge Judge Business School's social media presence across central CJBS corporate accounts; Ensures consistency of voice across all corporate social channels.
• Build strategies to increase CJBS social media followers in relevant audiences through a range of tactics, including paid and organic campaigns, influencer outreach, media relationships, and stakeholder comms.
• Build and implement strategies to engage audiences with high quality, creative and engaging content, in line with brand and organisational goals.
• Cultivate a social media referral network.
• Design and implement evaluation strategies to understand audiences, usage and channels, creating insights and leading evolution of social media activity with a long term lens.
• Maintain a network of colleagues around the Business School to leverage content, share best practice and advocate for social media marketing.
• Take responsibility for software provision relating to social media, such as listening and schedule tools, managing any procurement process, managing organisational roll-out, and training programmes around the Business School.

• Manage staff in content creation for social media purposes, oversee development of technical and creative expertise.

**Communication**

• Be a leader in conceptualising, managing and creating world-class quality, channel relevant, digitally optimised, audience targeted communications in written, visual, video, audio and verbal communications.

• Be a lead advocate in the Business School for digital marketing techniques and outcomes; pitching, negotiating, reporting, co-ordinating and translating technical information and data analytics to a wide range of colleagues.

• Craft clear briefs for external agencies and supplier to attract, optimise and implement high quality and measurable campaigns.

• Manage a wide range of colleagues and stakeholders to collaborate on multi-channel, multi-audience campaigns and activities, ensuring aligned goals, shared responsibilities and positive outcomes

• Build training plans, content and 'how to' guides for others on a range of topics.

**Customer service**

• Provides ongoing advice and support on all aspects of digital marketing and management for programmes, centres and faculty, provide advice on a range of digital marketing problems, seeking solutions and supporting others to implement them.

**Reputational and brand protection**

• Plans and develops social media tools to ensure effective reputational monitoring and performance measurement.

• Closely monitor activity on Business School accounts and platforms, owning relevant data collection processes and policy adherence.

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

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

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

• Monitors Cambridge Judge accounts to make sure they remain on-brand and adhere to Business School values.

• Keeps an up-to-date record of all social reputational risk incidents.
Brand advocacy on social media

- Support the mobilisation of 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 Cambridge Judge 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; 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 digital marketing training plan to the Director of Corporate Communications & Marketing and the Marketing & PR Manager to agree how training needs can best be resourced and delivered.
- Create a toolkit for the Business School incorporating university wide policies, protocols and procedures and tools for digital marketing.

Research

- Keeps abreast of new and emerging social media and digital marketing advances.

Financial and procurement

- Input into the annual Corporate Communications & Marketing budget.
- Manage a digital marketing campaigns budget.

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:

- Degree qualification or equivalent.
- Journalism/media/communications/marketing qualification or equivalent evidence of professional development
- Extensive experience of using social media as part of an integrated communications plan, both organic and promoted.
- Experience of managing digital marketing campaigns, and experience of managing creative processes with significant elements of social media practice.
• Significant experience of setting up and managing the delivery of cross-organisational, multi-
audience digital communication projects and campaigns:
  o planning the delivery and execution of assets;
  o delivering impactful campaigns across a wide mix of media;
  o measuring results and creating reports.
• Extensive experience of running cross-department content programmes.
• Significant experience of producing quality written and visual content.
• Significant experience of running training programmes.
• Experience of writing briefs and plans.
• Experience of managing agencies.
• Experience of working in a complex organisation with competing priorities from multiple
  stakeholders.
• Will ideally have experience of, or exposure to, CASE, EFMD or equivalent professional body or
  business school network.
• Experience of scenario planning and managing crisis communications within the social media
  sphere.
• Expert knowledge of Facebook, Twitter, Instagram, YouTube, and LinkedIn in a business context.
• Excellent written and verbal communications skills.
• Excellent attention to detail.
• Strong social video creation and editing skills.
• Excellent analytical skills to evaluate the effectiveness of campaigns and social media platforms.
• Knowledge of Adobe suite.
• Quick to pick up and learn new systems and ability to use new tools and experiment with social and
digital media.
• 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.
• Proven ability to work well as a team with a wide range of stakeholders.
• 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.

Benefits

This is a full-time position. 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 of £38,592-£51,805 per
annum.
The full incremental salary range for the position is advertised 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 20 November 2022.

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.
Information if you have a disability

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at www.hr.admin.cam.ac.uk/policies-procedures/disabled-applicants-and-members-staff/support-services-available-within.

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact hr@jbs.cam.ac.uk.