

JOB TITLE: MARKETING OFFICER (FIXED TERM, MATERNITY COVER)

REPORTS TO: DIRECTOR OF MARKETING

Background

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.

The role

The Marketing Officer manages the content of the website and provides marketing support for Open and Custom Programmes. Reporting to the Marketing Director, the role holder is central to the creation of marketing collateral and distribution of content through all marketing channels as well as acting a HubSpot liaison for managing and reporting on inbound and outbound digital marketing campaigns.

Main responsibilities

Website management

- Responsible for website management including creation of pages, landing pages, copy, selection of images and general maintenance of web content.
- Liaise with the Online Communications team to update and maintain content on the Executive Education website - www.jbs.cam.ac.uk/executive-education.
- Attend meetings with the Online Communications team to ensure consistency in approach and represent Executive Education in terms of future developments.

Content marketing

- Produce content including articles from faculty and past participants, production, advertising collateral eg, LinkedIn ads and InMail's, write copy and working with our graphic designer and external agency to produce creatives; programme collateral eg, brochures; updating and maintaining that collateral.
- Produce content including articles from faculty and past participants, for use in a weekly Blog.
- Create email newsletters to leads and contacts and other ad-hoc email marketing campaigns for example Executive Leadership Club and associate alumni – setting up in HubSpot and selecting content.
- Organise events such as webinars with faculty.
- Responsible for Canva asset creation (including film vox pops mobile device for Ads).

HubSpot management

- Key liaison point for HubSpot, managing inbound and outbound digital marketing activities, via HubSpot, to achieve agreed key performance indicators (KPI's).
- Track and measure and report on organic digital marketing campaigns.
- Oversee email campaign activity, working with creative agencies and our inhouse graphic designer.

Marketing activities

- Distribute and monitor articles and marketing materials to raise Executive Education's profile with the aim of generating new business leads and informing marketing planning going forwards.
- Provide support for the development and production of sales collateral to support the realisation of new business opportunities.
- Oversee social media activities and campaigns, maintaining social media feeds including Twitter, LinkedIn, and Facebook.
- Collating the production of customer testimonials and repurpose where necessary to support marketing and sales activities.
- Provide support to the Head of Media Relations in the implementation of the Thought Leadership plan.
- Oversee internal communications and promotional activities including business briefings and Getting Better Guides and posting blogs on SharePoint.
- Oversee external programme finders eg, Economist and IEDP; ensuring they are up to date with our programme entries.

Other related projects

- Provide support to our events programme including those relating to the Executive leadership club.
- Carry out ad hoc projects such as market and competitor research.

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.

Essential:

- Experience of working in an online marketing role: email marketing, social media, search marketing, and an understanding of the latest trends and technologies.
- Knowledge and experience of using website content management systems (CMS).
- Experience of working with CRM databases, particularly HubSpot.
- Excellent knowledge of the Microsoft Office package.
- Outstanding written communication skills, with a close attention to detail.
- Self-motivated, confident, and articulate.
- Enjoys working as part of a team.

Desirable:

- CIM qualification.
- Experience of using Adobe products: InDesign, Illustrator, Photoshop.
- Experience of working with website and marketing analytics platforms.

Benefits

This is a full-time position working 40 hours per week. There will be a six-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. We operate a hybrid working model with three days in the office and two from home.

The salary will be in the range £30,000-£35,000 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 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 role, please send your CV and cover letter explaining how your skills and experience would prepare you for this role to Helen Machin, HR Manager: h.machin@jbs.cam.ac.uk.

The closing date for applications is midnight on Wednesday 7 December 2022. We anticipate that interviews will be held on Monday 12 December 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 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 JBSEEL who is responsible for recruitment to this position, on h.machin@jbs.cam.ac.uk. Alternatively, applicants can contact the CJBS HR Team via hr@jbs.cam.ac.uk.