

Cambridge Judge Business School Executive Education

Digital Marketing Executive

Closing date: Friday 9 October 2026

www.jbs.cam.ac.uk/executive-education

JUDGE BUSINESS SCHOOL



UNIVERSITY OF
CAMBRIDGE
Judge Business School

ExecutiveEducation

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Executive Education at Cambridge Judge Business School

JBS Executive Education Ltd (JBSEEL) is a limited company wholly owned by the University of Cambridge and based in Cambridge Judge Business School (CJBS).

Our commercial activities include a calendar of scheduled programmes and executive learning open to anyone at the requisite level in their career (Open Programmes), and a comprehensive suite of bespoke programmes designed to address the specific learning and strategic needs of organisational clients (Custom Programmes). Across our entire portfolio we offer an exciting mix of immersive and innovative face-to-face, live online, and digital learning experiences. JBSEEL is also home to The Psychometrics Centre, a multidisciplinary research institution specialising in all forms of psychological assessment.

Our academically rigorous programmes are led and delivered by CJBS's world-leading faculty at the University of Cambridge. Our content stems from their latest cutting-edge research, and we draw upon the strengths and resources of the wider University of Cambridge and the Cambridge ecosystem including senior industry practitioners and specialists who bring theory to life with lived examples and case studies. Our programmes make a lasting impact on our clients and deliver transformative learning experiences enabling them to make a real difference upon returning to their role, across all layers of their organisation.

JBSEEL at Cambridge continues to innovate and grow across some of CJBS's most important and meaningful areas of research, including environmental, social and governance (ESG), strategy, leadership, and competitiveness and alternative finance. In addition to this, as of March 2024 we are proud to be a certified B Corp, showcasing our commitment to meet high standards of social and environmental performance, transparency, and accountability. Through our products, practices, and profits, we aspire to do no harm and benefit all. These commitments are aimed towards not just our clients and participants but also our staff, our wider community and the planet. Furthermore, CJBS are proud recipients of the Athena Swan Bronze Award, to recognise its commitment to gender equality.

We are a growing team of approximately 85 members of full-time, part-time, permanent, temporary and contract staff. We foster an inclusive and supportive environment where everyone can thrive, whatever their background, identity or working style.

Each member of our diverse and competent workforce has a purpose, contributing to our organisational development, and supporting our clients, people, culture, and growth. Together, **we change leaders who change the world.**

Digital Marketing Executive (maternity cover)

As a **Digital Marketing Executive**, you will **change leaders who change the world** by crafting and distributing compelling, insight-led content across digital channels, nurturing audiences through targeted campaigns, and converting engagement into meaningful participation in our transformative, world-leading executive education programmes.

Job overview:

The Digital Marketing Executive will manage the organic social posting for our suite of Open Programmes. In addition, they will provide marketing support for the Open Programmes marketing functions. Reporting to the Digital Marketing Manager, the role holder is central to the distribution of content through all marketing channels including social channels and email.

We welcome applications up until 23:59 on Friday 9 October 2026.

Start date:

ASAP

Salary:

£35,000 - £40,000 annum

Contract:

12 month fixed-term contract or return of the post-holder, whichever is earliest

Working pattern:

Full-time, 40 hours per week

Location:

Hybrid:
Trumpington Street,
Cambridge | Remote

Department:

Marketing

Reports to:

Tom O'Brien |
Digital Marketing Manager

Key Responsibilities

Main responsibilities

- **Organic and paid social media:** The creation of copy, selection of images utilising Canva, and then posting to various social channels via Hootsuite or Flocker Display.
- **Microsoft Dynamics:** Use Microsoft Dynamics CRM Insights to create segments, journeys and email communication targeted at leads and contacts.
- **Web content:** Provide support when required with basic web page editing. Familiarity with Wordpress would be preferred, however training can be provided.
- **Newsletters:** Create regular email newsletters to leads and contacts as well as other ad-hoc email marketing campaigns i.e. to associate alumni, including setting up in Dynamics and selecting content.
- **Digital events:** Organise events such as webinars with faculty.
- **Internal communication:** Assist with internal communications and promotional activities.
- **Stakeholder management:** Interact with key suppliers such as media agency where relevant.
- **Projects:** Carry out adhoc projects such as market and competitor research.
- **Social branding:** Source testimonials and guest blogs from faculty and participants; edit and publish these "spotlights" as website blogs and engaging social media content to build brand social proof.
- **Website management:** Manage and maintain a select group of Corporate Open landing pages ensuring all embedded Microsoft Dynamics forms are functioning correctly to capture and track leads.
- **Additionally:** Contribute effectively to JBSEEL values and team activities and participate in and contribute to special projects where relevant.

Person Specification

Familiarisation in the following systems:

- Hootsuite
- Microsoft Dynamics CRM (particularly Microsoft Insights)
- Canva
- WordPress
- Photoshop
- LinkedIn
- Facebook / Instagram

Skills and experience:

Essential

- Experience of working in an online marketing role which includes email marketing, social media, search marketing, and an understanding of the latest trends and technologies.
- Excellent knowledge of the Microsoft Office package.
- Outstanding written communication skills, with close attention to detail.
- Self-motivated, confident and articulate.
- Enjoy working as part of a team.
- Knowledge and experience of using website content management systems (CMS).
- The ability to demonstrate JBSEEL's values of: Embodying world-leading excellence; Having and encouraging a growth mindset; Making others great, always; Being positive and solution-oriented; Being better together.

Desirable

- CIM qualification.
- Experience of working with website and marketing analytics platforms.
- Experience of using Adobe products: Photoshop / InDesign.
- Experience of working with CRM databases.

Our Values



We embody
**WORLD-LEADING
EXCELLENCE**



We have and
encourage a
**GROWTH
MINDSET**



We make others
GREAT,
always



We are positive and
**SOLUTION-
ORIENTED**



We are better
TOGETHER

Our Values

We embody **WORLD-LEADING EXCELLENCE**.

Our behaviours

- We challenge ourselves to be the best in Executive Education.
- We benchmark against the best in the world to reflect best practice and continual improvement in everything we do.
- We are constantly exploring and implementing new ideas, opportunities and efficiencies.

We have and encourage a **GROWTH MINDSET**.

- We lead change to grow at pace.
- We embrace innovation that brings personal, professional and financial growth.
- We have the courage to experiment and think big.

We make others **GREAT**, always.

- We actively celebrate the success of others as a collective achievement.
- We challenge each other because we want everyone to reach their true potential.
- We empower and support each other to achieve greatness.

We are positive and **SOLUTION-ORIENTED**.

- We reframe challenges through a positive mindset.
- We challenge each other to be constructive and propose solutions.
- To be our best professional selves, we each need to prioritise and nurture our wellbeing and boundaries.

We are better **TOGETHER**.

- We recognise and value every colleague's role in achieving success for us, our business, clients, and faculty, and focus on outputs that contribute to this.
- We understand and believe in JBSEEL's strategy and values, recognising and being accountable for our role in achieving them.
- We are reliable and trusted partners to all stakeholders, delivering our agreed outputs on time.

The University and Living in Cambridge

The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.

Our sustained pursuit of academic excellence is built on a long history of world-leading teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people.

The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support.

Living in Cambridge

Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.

Relocation Support

We recognise the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to join our team. For further information, please visit: <https://www.accommodation.cam.ac.uk/RelocationService/>.

For staff who require a Skilled Worker Visa, Global Talent Visa or Settlement (known as indefinite leave to remain) to take up employment with the University, we offer an interest free **visa loan scheme** for current and prospective staff (and their dependents), to help with meeting the cost of obtaining a visa.

Our mission is to contribute to society through the pursuit of education, learning and research at the highest international excellence.

Our core values are:

- Freedom of thought and expression; *and*
- Freedom from discrimination

Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge.

The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties and has a database of private sector accommodation available for short and long-term lets.

For further information and to register with this free service please visit:

<https://www.accommodation.cam.ac.uk>.

Benefits

We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, JBS Executive Education Ltd is a great place to work. Although we are a separate entity, we are wholly owned by the University of Cambridge and mirror their wide range of competitive benefits and services, along with some additional extras. We give access to numerous discounts on shopping, health care, financial services and public transport. We also offer a generous workplace pension and a tax-efficient bicycle scheme. As well as this, our teams benefit from extensive opportunities for training and development, as well as access to a range of social and family-friendly activities within and outside of JBS Executive Education Ltd.

Key benefits include:

- A generous **annual leave** allowance of 33 days plus bank holidays (pro-rata for part-time staff and those joining or leaving the company within the year).
- Enhanced **family and other leave**, which includes: maternity leave of 26 weeks at full pay, paternity leave of 12 weeks at full pay, neonatal care leave of up to 12 weeks at full pay, up to 5 days per year of emergency leave, discretionary compassionate leave, 1 day of volunteering leave and up to 1 hour every 3 months to donate blood.
- Yearly **pay reviews**, mirroring the University of Cambridge's annual cost of living increase, as well as performance-related pay and two bonus schemes (general staff and sales).
- An attractive **pension scheme**, which for most staff is the USS pension scheme with a total contribution of 20.6%.
- The **Food Revolution App** allows all employees 1 free hot drink from our subsidised café per day.
- Regular **social activities**, including yearly Summer parties and Christmas lunches, as well as other activities throughout the year such as celebrations of the Chinese New Year, Halloween, Thanksgiving, sports activities, wreath making, tours of Cambridge and more.
- Various forms of **personal and professional development**, including a £500 per person per year individual training budget, as well as opportunity to present business cases for higher cost training, a mentoring scheme, places on our Open Programmes, opportunity to participate in Executive Coaching and our internal academies, access to Blinkist, LinkedIn Learning, and a Learning and Development team.

CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens, which we are able to access. CAMbens offers something for everyone across a range of categories, including:

- **Financial Benefits**, including discounts and vouchers at hundreds of retailers, a TOTUM card, Costco membership and a Payroll Giving scheme;
- **Travel Benefits**, including a Cycle to Work scheme, Dr Bike repair sessions, discounts on bus and train tickets and interest-free Travel to Work loans;
- **Family Friendly and Lifestyle Benefits**, including support with childcare in the form of workplace nurseries and playschemes, family friendly policies, and access to the Botanic Gardens, Museums, Colleges and a variety of other activities across Cambridge;
- **Health and Wellbeing Benefits**, including a University Staff Counselling Service, Occupational Health service, discounts at the University Sports Centre and other local gyms, and healthcare schemes.

Tenure and probation:

This is a fixed-term appointment, available for an initial period of one year or return of the post-holder, whichever is the earlier. Appointments will be subject to satisfactory completion of a six-month probationary period.

Hours of work and working pattern:

The hours of work for the position are full-time, 40 hours per week. This is a hybrid role, with a current company-wide requirement of a **minimum** of 2 working days from our office in Cambridge. However, the successful candidate will be expected to attend the office more regularly than this should business demand require. Nevertheless, we understand the importance of flexibility in managing work-life balance; our structure includes flexible working hours to accommodate individual needs and preferences.

Pension:

The majority of employees will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a defined benefits pension scheme.

For further information please visit: <https://www.pensions.admin.cam.ac.uk/>.

Annual leave:

Full-time employees are entitled to annual paid leave of 33 days per annum plus 8 days of public holidays. For new and part-time employees, annual leave will be pro-rata based on days worked.

Pre-employment checks**Right to work in the UK:**

We have a legal responsibility to ensure that you have the right to work within the UK before you can start working for us. If you do not have the right to work within the UK already, any offer of employment we make to you will be conditional upon you gaining it.

References:

Offers of appointment will be subject to the receipt of satisfactory references.

Health Declaration:

Once an offer of employment has been made, the successful candidate will be required to complete a work health declaration form.

Equality of Opportunity at the University

Equality and Diversity

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society.

All appointments are made on the basis of merit. 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. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, the Disabled Staff Network, the Race Equality Network and LGBT+ Staff Network. More details are available here: <https://www.equality.admin.cam.ac.uk/>.

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena Swan award recognises and celebrates good practice in recruiting, retaining and promoting women.

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.

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, within your application. 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 **Elle McGregor, HR Advisor**, who is responsible for recruitment to this position via: e.mcgregor@jbs.cam.ac.uk.



How to apply

If you ...

Embody **world-leading excellence**

Have and encourage a **growth mindset**

Make others **great**, always

Are positive and **solution-oriented**

Believe we are better, **together**

... and would like to join our team to contribute to our mission of **changing leaders who change the world**, we would love to hear from you!

Applications should be submitted in the form of a CV and cover letter detailing how your skills and experience match those listed in the person specification. We encourage you to apply for this role even if you do not match every attribute listed on the job description. As an education provider, we are keen to support onboarding and learning for those new to our context.

To apply, please submit your application via our recruitment site here: [Digital Marketing Executive - JBS Executive Education Ltd.](#)

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying or at interview if your application is successful.

If you have any queries regarding the application process, please contact Elle McGregor, HR Advisor: e.mcgregor@jbs.cam.ac.uk.

The closing date for receipt of applications is 23:59 on Friday 9 October 2026.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

We look forward to hearing from you!