Role Summary

The University of Cambridge Institute for Sustainability Leadership (CISL) is a globally influential institute, developing leadership and solutions for a sustainable economy. Through focused collaboration between business, government and finance institutions, we believe the economy can be ‘rewired’ to deliver positive outcomes for people and the environment – in short to deliver the UN Sustainable Development Goals. HRH The Prince of Wales is our Royal Founding Patron and has inspired and supported many of our initiatives, including our flagship executive education programmes, collaborative platforms and our vision to ‘rewire the economy’. CISL contributes to the University’s leadership position in the field of sustainability via a portfolio of executive programmes, business platforms and strategic engagement with major organisations.

The Marketing Manager sits within a Corporate Relations and Communications team, which contributes to CISL’s long-term growth and strategic impact by building our reputation and profile as thought leaders and attracting outstanding global executives to our Education and Leadership Programmes. The Marketing Manager sits centrally, reporting to the Communications and Media Manager, but works across portfolios and markets in CISL. Working across the educational product portfolio and at an organisational level, the role has a particular focus on raising the profile of the Institute in the marketplace with individual learners and companies, promoting the Institute’s thought leadership and developing approaches to alumni engagement and corporate relations.

The role involves:
- Developing and delivering the organisational marketing plan
- Promoting the Institute’s thought leadership and enhancing brand awareness
- Promoting awareness of and engagement with CISL’s existing and new executive education programmes, business platforms and strategic engagement services
- Creating marketing initiatives to drive recruitment of educational programmes including online, graduate and residential courses
- Working with the Education Programme Directors to undertake marketing for specific programmes
- Supporting the development of client journeys across the organisation to increase product penetration, average customer value and client retention
- Marketing new products such as online learning courses
- Maintaining and mobilising CISL’s network of individual and organisational relationships in support of new business development, research and other income generating opportunities - including management of the CISL Network strategy and CISL Global Ambassador programme.
Key Responsibilities

This section details, but is not an exhaustive list, of the specific activities or obligations for which we require and hold the role accountable.

Brand positioning and thought leadership

- Positions the Institute with its target audiences as a thoughtful partner to empower leadership for sustainability through education, strategic engagement and business action.
- Increases international brand recognition with target audiences.
- Works with the communications team and external agencies to ensure consistent brand messaging and positioning across marketing channels and activities.
- Develops a content-based approach to marketing the Institute as a thought leader in corporate sustainability.
- Works with internal experts and the Communications team to source, produce and promote case studies, interesting research outputs and thought leadership content.

Strategic marketing plan

In conjunction with the Director of Corporate Relations and the Executive Director, Leadership, develops and agrees an annual marketing plan for CISL which:

- Supports the launch of new products such as online learning;
- Deploys a segmented approach to target markets;
- Generates new business leads for individual learners and company clients;
- Positions CISL in the marketplace with target markets;
- Includes an annual events plan;
- Utilises CISL’s website, social media channels, network and client database to drive new and return business;
- Incorporates ‘owned’, ‘earned’ and ‘paid-for’ media;
- Integrates with the organisational communications strategy.

Deliver marketing campaigns

- Develops and delivers targeted marketing campaigns using a range of online and offline channels to support the recruitment of attendees for graduate and executive education programmes, strategic engagement and business platforms.
• Undertakes segmented, targeted email marketing campaigns.

• Develops new marketing approaches to recruit strategically desirable individuals and target companies.

• Where necessary, speaks directly with prospective clients on the telephone or arranges for Development Directors to do so.

• Provides research, expert support and guidance for programmes, international CISL offices or third party partners who have responsibility for marketing programmes.

• Assesses and secures appropriate advertising opportunities.

• Develops marketing partnerships with external networks, media, and events, both online and offline.

• Provides regular monitoring and reports on marketing effectiveness.

Marketing Materials

Develops marketing materials and copies across a range of channels including web, print and email, to promote individual programmes and the portfolio as a whole. This involves:

• Researching and copy-writing/ copy-editing;

• Liaising with education programmes colleagues;

• Managing internal and external production of design and print materials;

• Working with the webmaster to develop our marketing approach using the CISL website;

• Creating organisational presentations, proposals and client communications which support marketing;

• Ensuring all materials present an image and style consistent with the CISL and University brand guidelines.

Event Marketing

Oversight of the use of events for marketing purposes. Including:

• Responsibility for the planning and delivery of key marketing events which position CISL with key audiences – e.g. alumni gatherings and distinguished lectures;

• Managing CISL’s presence at key external events and conferences;

• Securing speaking opportunities at conferences for CISL staff;

• Maintaining a CISL events marketing calendar;

• Working with colleagues across the organisation to attend events, undertake marketing activities and follow up on leads;
• Providing marketing materials and support for colleagues attending external events.

**Budgets and financial management**

• Contributes to the development of the annual marketing budget and takes responsibility for the day-to-day management of the CISL marketing budget, monitoring and recording actual spend against budget and undertaking quarterly re-forecasts.

**People Management and team development**

• Line manages at least one of the communications and marketing co-ordinators in the team, managing performance and personal and professional development.

• Contributes to the development and establishment of the new Corporate Relations, Communications and Marketing team as a manager within the team.

**Relationship Management: Alumni & Corporate Relations**

• Develops CISL’s organisational approach to alumni engagement, adding value to educational programme offerings and supporting business development.

• Co-ordinates delivery of the alumni relations strategy, drawing on the alumni themselves, the programmes teams, and the University alumni office.

• Supports for the Director of Corporate Relations and Communications in developing marketing approaches to secure new strategic partnerships.

• Maps and facilitates client journeys across the organisation and portfolios, to deepen relationships and grow average customer value.

• Secures multi-year agreements with companies sending delegates to programmes.

• Oversight of key relationship management tools such as the Customer Relationship Management (CRM) database.

**Person Profile**

This section details the knowledge, skills and experience we require for the role.

**Education & qualifications**

• Qualification to at least degree level or equivalent. A marketing-related degree and/or membership of a professional body such as the Chartered Institute for Marketing (CIM) would be an advantage, but relevant experience is just as valuable.
Relevant experience and specialist skills

- Evidence of having delivered strong tangible results in at least one previous role as a marketer; preferably experience in a service-oriented role.

- Experience working with corporate clients in a business development or relationship management setting.

- Fully competent with Microsoft Office (Word, Excel, PowerPoint), email (Outlook), the web, and Customer Relationship Management systems (CRM).

- Experience of delivering successful marketing and promotional campaigns and events across a range of channels online, offline and by email.

- A basic understanding or willingness to learn about key sustainability concepts (e.g. climate change, resource scarcity, social inequality).

- Experience managing partner and agency relationships.

- A self-starting attitude and ability to drive their own work whilst working as part of a team.

- Ability to produce high quality marketing and promotional materials, including copy-writing experience.

- Excellent organisational and project management skills with the ability to plan, implement and monitor marketing campaigns.

- Ability to interpret and report on marketing campaign performance.

- Application of CRM systems for marketing and business development.

- Attention to detail and effective prioritisation when working to multiple and tight deadlines.

- Experience of planning and delivery of events for senior business delegates.

- Experience of delivering successful marketing and promotional campaigns across a range of channels online, offline and by email.

- Experience in implementing web-based marketing strategies, including current social media applications and web analytics.

Interpersonal & communication skills

- A persuasive communicator in writing and in person, with the ability to speak confidently and professionally with senior business leaders, academics & clients.

- A talented copy-writer with excellent written and spoken English; a persuasive communicator in writing and in person.

- A demonstrable ability to produce high quality marketing and
promotional materials.

- Able to speak confidently and professionally with senior business leaders, academics, clients and prospects on the telephone and in person.
- Strong relationship management skills and experience of working extensively with external marketing and PR suppliers to ensure quality and value for money.
- Ability to work effectively with team members, partners and clients in all parts of the world as well as on own initiative and under pressure.

**Additional requirements**

- A demonstrable interest in Sustainability and committed to the values that underpin CISL’s work.
- Numerate with experience of maintaining and monitoring a marketing budget.
- Attention to detail and effective prioritisation when working to multiple and tight deadlines.
- Experience of working in a fast paced and commercially-oriented environment.

### Terms and Conditions

<table>
<thead>
<tr>
<th>Location</th>
<th>CISL Cambridge, 1 Trumpington street, Cambridge, CB2 1QA, UK</th>
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<tbody>
<tr>
<td>Working pattern</td>
<td>Full time</td>
</tr>
<tr>
<td>Hours of work</td>
<td>There are no formal conditions relating to hours and times of work but are expected to work such hours and days as are reasonably necessary for the proper performance of your duties. Your times of work should be agreed between you and your head of institution.</td>
</tr>
<tr>
<td>Length of appointment</td>
<td>Permanent</td>
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<tr>
<td>Probation period</td>
<td>9 months</td>
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<tr>
<td>Annual leave</td>
<td>Full time employees are entitled to annual paid leave of 33 days, plus public holidays. 3 days exclusive of public holidays must be taken during the period when CISL closes over Christmas to New Year.</td>
</tr>
<tr>
<td>Pension eligibility</td>
<td>You will automatically be enrolled to become a member of the Universities Superannuation Scheme (USS). For further information please visit: <a href="http://www.pensions.admin.cam.ac.uk/">www.pensions.admin.cam.ac.uk/</a></td>
</tr>
<tr>
<td>Retirement age</td>
<td>The University does not operate a retirement age for Unestablished Academic Related staff</td>
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Screening Check Requirements

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it. If you need further information, you may find the Right to Work page within the ‘Applying for a job’ section of the University’s Job Opportunities pages helpful.

Application Process

To submit an application for this vacancy, please click on the link in the ‘Apply online’ section of the advert published on the University’s Job Opportunities pages. 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.

If you have any questions about this vacancy or the application process, please contact the CISL Human Resources team at human.resources@cisl.cam.ac.uk.

General Information

The University of Cambridge Institute for Sustainability Leadership

The University of Cambridge Institute for Sustainability Leadership (CISL) is a globally influential Institute developing leadership and solutions for a sustainable economy.

Through leadership and collaboration between business, government and finance institutions, we believe the economy can be ‘rewired’ to deliver positive outcomes for people and the environment.

We support this by:

- Building the leadership capacity of individuals
- Developing the capability of organisations
- Facilitating collaboration and dialogue across conventional boundaries
- Catalysing innovation and solutions
- Building the evidence base for action

Each year we work with business, government and finance leaders in over 250 organisations and more than 1,200 individuals complete one of our graduate or executive programmes.

We have a leadership network of over 8,000 senior leaders and practitioners from business, government and civil society who have an impact in every sector and on every continent. Their experience and insights shape our work, which is underpinned by multidisciplinary academic research.

Our activities span the breadth of sustainable development, with particular focus on six key areas critical to the transition to a sustainable economy:

1. **Sustainable finance** – How can we create a finance system that rewards long-term thinking?
2. **Economic innovation** – How will industries, jobs and markets evolve, and how should public policy and business ensure economic development is inclusive and sustainable?
3. **Inclusive development** – How can companies become agents of improved health and livelihoods, whilst providing more equitable access to income and opportunity?
4. **Natural capital** – How can companies sustain the natural world and its resources through their strategies and operating practices?
5. **Future cities** – How can cities develop vibrant communities of healthy people, supported by clean, green energy, food, water and transportation systems?

6. **Leadership** - How can individual and organisational leaders shape the economy to deliver positive sustainability outcomes, whilst ensuring successful and resilient organisations?

We operate across UK and Europe, sub-Saharan Africa, Latin America, Asia and the Middle East – with offices in Cambridge, Brussels and Cape Town, and delivery partners in Beijing and Melbourne.

HRH The Prince of Wales is our Royal Founding Patron and has inspired and supported many of our initiatives.

**The University of Cambridge**

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 an excellent resource for researchers, students and members of the public representing one of the country’s highest concentrations of internationally important collections.

The University has an annual income of £1.66 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £400 million per annum and continues to grow. The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources in both widening access and financial support.

The 31 Colleges are self-governing, separate legal entities that appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit students, provide student accommodation and deliver small group teaching. The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching and conducting research.

The University’s estate is undergoing the most significant transformation in its history. Cambridge has been able to create a new science and technology campus to the west of the city centre, and is now expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany’s Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University’s make-up.

There is much more information about the University at [http://www.cam.ac.uk/univ/works/index.html](http://www.cam.ac.uk/univ/works/index.html) that we hope you will find helpful.

**What the University can offer you**

We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work. The University offers a wide range of competitive benefits, from family leave
entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a career break scheme for academic and academic-related staff, with additional flexible working policies for all other staff.

**CAMbens employee benefits**

We offer a CAMbens scheme for University employees, providing access to online and in-store shopping discounts and cashback. With more than 2,000 participating retailers, employees can save money on a wide range of household expenses, from groceries and clothes, to holidays and insurance and much more. A range of local discounts are also available, helping employees to save money whilst also supporting local Cambridge businesses. CAMbens Cars and CAMbens Cycle to Work salary sacrifice schemes are also available, which enable employees to save money on transport costs. A 10% discount rate on the purchase of train season tickets, bulk buy tickets and an interest free travel to work loan are also available for staff of the University of Cambridge.

**Family-friendly policies**

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees’ work-life balance including a generous maternity, adoption and shared parental leave entitlement of 18 weeks full pay and emergency family care support via My Family Care. In addition, our Ofsted rated ‘outstanding’ workplace nurseries, childcare vouchers, a childcare salary sacrifice scheme and a high quality holiday play scheme are available to help support University employees with caring responsibilities. The Newcomers and Visiting Scholars Group is an organisation within the University run by volunteers whose aim is to help newly arrived wives, husbands, partners and families of Visiting Scholars and members of the University to settle in Cambridge and give them an opportunity to meet local people.

**Your wellbeing**

The University’s Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. There are many societies in Cambridge catering for almost every taste and interest. Whether you want to take part in a sport, participate in music or drama, pursue a hobby, or join a political group, you will almost certainly find that a society exists for this purpose.

The University also hosts the Cambridge Science Festival and Cambridge Festival of Ideas, as well as Open Cambridge weekend, which together attract over 50,000 visitors per year. The festivals are a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

**Pay and benefits**

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings. Payroll giving is also a simple, tax-efficient way for employees to donate to charity.

**Relocating to Cambridge**

The University Accommodation Service exists to help employees in their search for a rental home in Cambridge. A new University development at North West Cambridge called Eddington offers subsidised...
rented accommodation to University staff. The development consists of high quality furnished one and two bedroom apartments. For more information about the development and how to apply please visit the website.

Equality & diversity

The University has a vibrant and varied community. We support and encourage under-represented groups and we value diversity. We welcome applications from individuals with disabilities. Our recruitment and selection procedures follow best practice. We have an Equal Opportunities Policy, along with a range of diversity networks for women, black and minority ethnic and lesbian, gay, bisexual and transgender staff. More details are available here: http://www.equality.admin.cam.ac.uk/

Development opportunities

We support new employees to settle in through various activities. The encouragement of career development for all staff is one of the University’s values and we put this into practice through various services and initiatives. Our Personal and Professional Development Department provides development opportunities and courses for all University employees. These include face-to-face sessions, online learning modules and webinars. Employees may also apply for financial support to undertake training that will lead to a qualification. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. The CareerStart@Cam programme also supports employees in assistant staff roles who do not hold higher education qualifications to develop their skills, experience and qualifications.

Equality of Opportunity at the University

We are committed to a proactive approach to equality, which includes supporting and encouraging all under-represented groups, promoting an inclusive culture and valuing diversity. We make selection decisions based on personal merit and an objective assessment against the criteria required for the post. We do not treat job applicants or members of staff less favourably than one 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 various diversity networks to help us 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, we ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2013 and we hold an Athena SWAN silver award at organisation level for promoting women in Science, Technology, Engineering and Medicine.

We are supportive of staff with caring responsibilities, such as through our flexible working, career break and returning carer’s schemes. We encourage individuals to include details of any breaks in employment due to caring responsibilities in applications for employment so that these can be taken into consideration in assessments made, where appropriate.

Information if you have a Disability

The University welcomes applications from individuals with disabilities and 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 http://www.admin.cam.ac.uk/offices/hr/staff/disabled/.

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 the CISL Human Resource, who are responsible for recruitment to this position, on +44 12237 68814 or by email on human.resources@cisl.cam.ac.uk.