Invitation for expressions of interest

Freelance marketing consultant to support the growth of postgraduate programmes in the built environment

Term: Initially up to 10 days over a three week period, remote-based, with a Cambridge visit

The Cambridge Institute for Sustainability Leadership (CISL) is seeking a freelance marketing consultant to support the continued growth in post-graduate education in the built environment.

About us

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

Our Rewiring the Economy framework shows how the economy can be ‘rewired’, through focused collaboration between business, government and finance institutions, to deliver positive outcomes for people and environment in pursuit of the UN Sustainable Development Goals (SDGs).

For over three decades we have built individual and organisational leadership capacity and capabilities, and created industry-leading collaborations, to catalyse change and accelerate the path to a sustainable economy. Our Rewiring Leadership framework sets out our model for the leadership needed to achieve this.

Visit our website: www.cisl.cam.ac.uk

About this contract

We are seeking a marketing professional, preferably with knowledge of the built environment sector, to conduct research and produce a recommendations report and actionable marketing plan for CISL’s built environment courses in 2019 and beyond.

The successful candidate will undertake research to provide a competitor analysis and insight into IDBE’s international target audience of built environment professionals and organisations. The research and analysis will help CISL to further understand the market on a global scale, and to inform our strategy to attract more students both in the UK and internationally.

It will involve desk research alongside gathering information and feedback from a limited selection of course alumni to help identify the main drivers for professionals in this sector choosing to study IDBE.

The findings of the research will be presented in a summary report, with observations and recommendations for the positioning and marketing of the IDBE courses to an international audience with the goal of growing CISL’s built environment programmes over the financial year.
The contract will be overseen by CISL’s Communications and Marketing department, and the IDBE Course Director to ensure that the consultant has access to the relevant information and resources required to deliver the project.

Background

CISL educates around 1000 leaders and practitioners each year through its Master’s, Post-graduate, Executive, and online programmes.

The institute is experiencing a growing need for education, research and solutions-development from the built environment sector and has a number of bespoke engagements with companies, groups and institutions on the future of cities, low carbon buildings, and the wider built environment.

CISL offers two graduate courses for professionals in the built environment in particular:
- the Interdisciplinary Design for the Built Environment Master’s (IDBE) a two-year part-time course
- the Postgraduate Certificate in Interdisciplinary Design for the Built Environment; a 10-month part-time course

The IDBE is unique in many ways. It supports professionals from around the world who are involved in the commissioning, design, construction and management of projects in the built environment, to break out of their individual siloes to take an interdisciplinary approach to sustainable project design.

This means learning how to work more effectively with specialists from different backgrounds, integrate skills, collaborate between disciplines across the built environment sector, and build a broader strategic contextual understanding of places and projects.

IDBE has been instrumental in progressing the careers of our graduates; helping them to advance professionally and personally by expanding their knowledge of built environment issues, gaining confidence in facilitating interdisciplinary teams and communicating across disciplines, and growing their professional network.

Students benefit from a highly interactive learning approach which is designed to encourage reflection and debate. The speakers, lecturers and facilitators are leading experts and practitioners from both academia and industry. The course is supported by University of Cambridge Departments of Architecture and Engineering.

Outline Responsibilities/Deliverables

Undertake market research to inform our marketing strategy and positioning of CISL’s Postgraduate Certificate and Master of Studies in Interdisciplinary Design for the Built Environment (IDBE) – with a key output being an actionable marketing plan for the 2019 intake.

Five - seven days
- Competitors: Conduct competitor analysis of built environment education providers both within the UK and internationally
- Target markets/competitors: Conduct market analysis of the built environment sector, identifying key target disciplines and organisations both within the UK and internationally
- Channels/ events: Identify suitable channels to reach target audiences and regions on a global scale
- Collect and feedback from a limited selection of IDBE students and alumni as an input to the above
Two days
- Produce a findings and recommendations report based on research results and analysis

Essential attributes/expertise
- Experienced marketer (3 – 5+ years’ experience),
- Highly analytical with strong research skills
- Strong relationship builder and manager – willing to interface directly with existing and potential students, and companies within the built environment
- Commercially aware
- Self-organising and proactive
- Confidence and credibility to liaise with senior CISL staff and partner companies

Desirable attributes/expertise
- Knowledge of the built environment, particularly design, architecture, planning or construction
- Knowledge in professional services, executive or postgraduate education

Please forward expressions of interest by 16 November 2018 under a cover letter along with your CV, day rates, availability, and evidence of relevant experience to:

Becky Stanley via: becky.stanley@cisl.cam.ac.uk

Interviews will take place in the week beginning 26 November 2018.

Please note
The University will not reimburse any bidding costs.

This Invitation is confidential. Do not discuss with any third parties the bid you intend to make (except professional advisers or joint bidders who need to be consulted) nor canvass your bid for acceptance.

The University will regard submissions as confidential until award. Information you believe would be exempt from disclosure under the Freedom of Information Act 2000 after award must be individually identified in your submission together with the reason for the exemption and for the non-disclosure period claimed.

Variant bids may be submitted but must clearly identify all variants from the University’s specification and state all cost implications.

Proposals and supporting documents shall be in English. Any contract subsequently entered into will be subject to English law and jurisdiction. Unless otherwise agreed in writing, proposals and orders are issued subject to the University’s Standard Terms, a copy of which is attached.

Proposals shall comprise a response to the specification and a pricing schedule.
Do not supply any goods or services until you have received confirmation that your proposal has been successful. Acceptance of the proposal by the University will be in writing. A purchase order will normally be issued.

Proposals and supporting documents shall be in English. Any contract subsequently entered into will be subject to English law and jurisdiction. Proposals are subject to the University’s Standard Professional Services Conditions, a copy of which is available upon request.