

Cambridge Institute for Sustainability Leadership, South Africa

Marketing and Business Relationship Manager

Role Summary

The University of Cambridge Institute for Sustainability Leadership (CISL) works to build the leadership capacity necessary to tackle critical global challenges. CISL has a subsidiary branch based in Johannesburg, South Africa known as Cambridge Institute for Sustainability Leadership, South Africa (CISL SA).

The purpose of the Marketing and Business Relationship Manager is to undertake management responsibility for a growing network of client leads, programmes and related stakeholder activities in South Africa. The role holder will support the Director and Development Director to secure and deliver education programmes and services in accordance with the portfolio targets and strategy.

The role holder is responsible for managing relationships with key external contacts involved in the development of the market and the delivery of programmes, working with clients and delegates, international alumni and CISL ambassadors, local delivery partners, government and civil society entities. The role holder will input into strategies to manage relationships with the network and will be responsible for overseeing and co-ordinating implementation.

The role involves extensive liaison with other CISL staff in the United Kingdom and elsewhere, including CISL's Corporate Relations and Marketing team, other colleagues delivering programmes in the portfolio, CISL Associates and Fellows involved in delivery, and external partners and suppliers. The role holder will also be responsible for ensuring activities run in accordance with CISL standards and operational processes, including monitoring and managing budgets, and overseeing programme and network venue events.

Current Job Description

Position Title – Business Relationship and Marketing Manager CISL SA

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. Many of these will be in consultation with the CISL SA Director and CISL SA Development Director.

Business development

- Develops new and existing relationships, to extend the scope of current programmes within their portfolio.
- Develops and maintains a network of contacts in priority markets and identifies opportunities for engagement.
- Manages the business development process relating to all South Africa market leads.
- Leads and directs actions to ensure timely and appropriate follow-ups and submission of proposals.
- Undertakes full due diligence for all new South Africa business opportunities.
- Generates new leads relating to the South Africa markets portfolios.
- Manages the preparation of bids and proposals to secure new business.
- Represents CISL SA in external meetings to inform key contacts of CISL products and services.
- Designs and conducts product and process Research and Development in appropriate areas.

Marketing and corporate relations

- Liaises with CISL SA Ambassadors in relevant regions and coordinates their activities, aligned to CISL's marketing and corporate relations strategy.
- Provides suggestions and implements marketing activities for select markets, including network events and alumni outreach, monitors progress and ensures delivery, in coordination with CISL's marketing and corporate relations team.
- Initiates and develops internal and external contacts, to support CISL SA's strategic objectives.
- Holds responsibility for the development of CISL SA's marketing and corporate relations strategy as part of a team.

Coordinating portfolio development and delivery

- Coordinates the development, delivery and evaluation of a portfolio of programmes to a high quality, meeting market needs, on time and within budget, sharing lessons and creating synergies between programmes where necessary.
- Undertakes responsibility for developing specific portfolio strategies, e.g. alumni engagement strategy.
- Sources, provides and ensures the timely update of the relevant CISL website pages.

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- Monitors and reports regularly on progress.
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Market analysis

- Develops and/or maintains an understanding of relevant market sectors and subject areas to ensure CISL's existing programmes remain current, producing market insight reports for internal use.
 - Supports the CISL SA Director, and other team members involved in outreach and delivery, in understanding the needs of local clients and other key stakeholders and in ensuring that these needs are taken into account in client outreach and, where possible, programme design.
 - Draws on their experience of managing CISL existing programmes to support Programme and Portfolio Directors in their development of new programmes.
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Processes, procedures and systems

- Ensures all CISL SA's programmes are managed and marketed as effectively as possible to the highest quality.
 - Liaises with the relevant individuals in the UK office to obtain the training required to be the CRM 'Super User' for the South African office. Ensure that all leads and opportunities are added to the CRM and kept up to date. Check weekly for open leads that will be assigned to you and respond accordingly.
 - Ensures compliance with established financial management systems within own areas of operation.
 - Complies with national, company and CISL Health and Safety, Environmental, and GDPR regulations and policies.
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Event organisation, planning and delivery

- Plans and leads network events in target markets, including securing appropriate audience for each event in accordance with CISL's market objectives and standards.
 - Liaises with local venues to ensure each event meets the necessary requirements, including location, access and safety, room setup, AV, etc.
 - Maintains a list of venues and relevant considerations that can be used by other team members delivering international programmes and events.
 - Frequent monitoring of the Wufoo forms to check for incoming applications for the course. Assessing with CISL SA's Development Director the merit of applications and either accepting, rejecting or advising of a more appropriate programme for the applicants.
 - Updating of Wufoo application and invoicing link forms to ensure that the correct programme drop-downs are displaying
 - Correspondence with delegates from application to completion of the programmes.
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Person Profile

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

Education and qualifications

- Formal education to at least degree standard.
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Relevant experience

- Experience in delivering online and face-to-face programmes and managing events.
 - A strong understanding of CISL's work and programmes.
 - Experience in market needs analysis, client management and commercial negotiations.
 - Experience of business support with SMEs, particularly in a sustainability context, preferably within an Accelerator.
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Interpersonal and communication skills

- Excellent relationship-management and interpersonal skills with a proven ability to build, grow and maintain relationships with clients, delivery partners, sponsors and other external contacts.
 - Excellent relationship-building, marketing and project management skills.
 - Very strong written and verbal communication skills.
 - Ability to work independently and pro-actively, make decisions independently, and execute plans with little supervision.
 - Professionalism in all aspect of employment, demonstrating respect, courtesy and consideration with all colleagues, contacts and clients at all times.
 - High level of competence across standard software packages including Word, Excel, PowerPoint and Outlook and experience of working with a Client Relationship Management system (preferably based on MS Dynamics).
 - Demonstrated adherence to own and others health and safety, ensuring compliance with national, company and CISL policy and procedures.
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Additional requirements

- A demonstrable interest in Sustainability and committed to the values that underpin CISL's work.
 - Able to undertake national and regional travel on a regular basis, and occasional international travel as required.
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Terms and Conditions

Location	Cambridge Institute for Sustainability Leadership, Johannesburg, South Africa currently working from home, and other CISL and client offices or external venues as required.
Working pattern	Full time
Hours of work	8 hours a day, 40 hours per week.
Length of appointment	Permanent position
Probation period	6 months
Annual leave	30 days per year
