

Communications and Marketing Executive

Cambridge Institute for Sustainability Leadership (CISL)

Closing Date: 28th February 2021

Job Reference: EN25087



Communications and Marketing Executive

Salary:

£29,176 - £34,804

Contract:

Permanent

Location:

Cambridge

Department:Cambridge Institute for
Sustainability Leadership (CISL)**Team:**

Communications and Marketing

Working Pattern:Full Time (applications for flexible
or part time working will be
considered)**Purpose of the role**

We are looking for a driven and detail-oriented marketing professional who will support the growth and impact of our education programmes – from our flagship Executive programmes, to our Master’s level graduate programmes and our growing portfolio of online programmes.

Working as a core member of the marketing team and working closely with the Executive and Graduate Education teams you will develop and implement a range of marketing campaigns and approaches to generate interest from individuals and companies, and promote the impact of our programmes,

The role will own delivery of specific marketing plans and will be supported by the wider Communications and Marketing team, which is responsible for CISL’s websites, social media channels, publishing, CRM, design, content and PR.

Applicants must be committed to the values that underpin CISL’s work.

Essential experience:

- Experience delivering successful multi-channel B2C marketing campaigns
- Experience of managing and segmenting data within a CRM system or excel.
- Technical skills in using online platforms, such as website CMS, CRM systems, email marketing platforms and social media channels
- Ability to produce high quality marketing and promotional materials, including copy-writing and editing experience
- Excellent communication skills, especially the use of appropriate language, correct grammar and spelling
- Excellent planning and organisational skills (project management)
- Effective prioritisation and attention to detail, whilst working to multiple and tight deadlines
- Excellent interpersonal skills with ability to build effective relationships with internal and external stakeholders at all levels
- Degree level qualification in relevant subject or equivalent professional experience



Further information about the role

The University of Cambridge Institute for Sustainability Leadership (CISL) is a globally influential institute within the University of Cambridge, with a mission to develop leadership and solutions for a sustainable economy.

We work with executives, companies and innovators at the highest levels of business and governments, internationally, to build the capacity for global change. The communications and marketing team plays a key role in building CISL's reputation for impact, and attracting high level delegates, and global companies and innovators, to our executive programmes, advisory services, start-up accelerator and other sustainability initiatives.

We are looking for a dynamic, self-starting Marketing Executive with advanced digital communications and data management skills, to build on the success and growth CISL has seen to date in promoting its graduate, executive (customised and open) and online programmes.

You will report to CISL's Marketing Manager who has overall responsibility for marketing our Programmes and Propositions, and work closely with our Marketing Manager, Senior Communications Manager and Digital Communications Systems Manager who respectively oversee all our marketing; our external communications and PR; and our websites and CRM.

The right individual may be early career, but will have a strong commercial mind-set with lots of new ideas, fresh thinking, whilst having the opportunity to learn from a range of experienced and supportive senior team members across sustainability, digital marketing, PR, design, web and CRM marketing.

There will be a high degree of focus on digital channels in this role, harnessing our websites, our new cloud-based CRM (Dynamics 365), and email marketing tools, to implement new systems and processes to automate the marketing funnel and client journeys.

You will also have a chance to shape new creative campaigns which seek to market our whole portfolio of services in ever more compelling and meaningful ways to our target audiences across different channels and propositions.

Person Specification

Applicants will be expected to demonstrate the following **essential** skills and experience:

- Experience delivering successful multi-channel B2C marketing campaigns
- Ability to manage and segment data within a CRM system or excel
- Technical skills in using online platforms, such as website CMS, email marketing platforms and social media channels
- Ability to produce high quality marketing and promotional materials, including copy-writing and editing experience
- Excellent communication skills, especially the use of appropriate language, correct grammar and spelling
- Excellent planning and organisational skills (project management)
- Effective prioritisation and attention to detail, whilst working to multiple and tight deadlines
- Excellent interpersonal skills with ability to build effective relationships with internal and external stakeholders at all levels
- Degree level qualification in relevant subject or equivalent professional experience

The following attributes are **desirable**:

- 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
- Ability to manage data within a CRM
- Understanding of sustainability
- Experience of marketing to businesses or business people
- Experience managing partner and agency relationships

The 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.

We believe the economy can be 'rewired' through focused collaboration between business, government and finance institutions, to deliver positive outcomes for people and the environment.

For over three decades we have built the leadership capacity of individuals and organisations, and created industry-leading collaborations, to accelerate the path to a sustainable economy.

Our work is underpinned by multidisciplinary [research](#) and insights from exceptional people from business, policy, civil society and academia.

What we do

- We build the leadership capacity of individuals to create [the future we want](#) through executive and graduate education.
- We develop the capability of organisations and regions to lead this transition through our advisory services and [customised programmes](#).
- We catalyse innovation and solutions through our [business and policy leaders groups](#), and working with individual organisations.
- We facilitate collaboration and dialogue across conventional boundaries through our business and policy leaders groups.

About CISL

Who we work with

Each year we work with business, government and finance leaders in over 250 organisations including consumer brands, global banks and national governments, attracting more than 2,000 delegates into our programmes. The [Unilever Young Entrepreneurs Awards](#), delivered by Unilever and CISL, help young sustainability entrepreneurs achieve scale for impact.

Our core activities are supported by our [Strategic Partners](#), a small group of leading businesses who commit funds and advice to ensure our work is focused on the most material challenges and on the areas of greatest potential impact.

A global network for change

We have a leadership Network of over 9,000 senior leaders and practitioners from business, government and civil society who have an impact in every sector and on every continent.

Our work also draws upon an expert group of Fellows and Senior Associates, comprised of business leaders, academics and other influential thinkers who have direct experience of working to address sustainability challenges.

HRH The Prince of Wales is our Royal Founding Patron and has inspired and supported many of our initiatives including The Prince of Wales Global Sustainability Fellowship Programme, The Prince of Wales's Business & Sustainability Programme, and The Prince of Wales's Corporate Leaders Group.

Where we work

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



Terms of Appointment

Tenure and probation

This post is permanent, and will be subject to a probation period of 6 months.

Hours of Work and Working Pattern

The hours of work for the position are full-time, working Monday – Friday.

Pension

You will automatically be enrolled to become a member of CPS (Contributory Pension Scheme) – a defined benefit and defined contribution pension scheme. For further information please visit:

www.pensions.admin.cam.ac.uk/.

Annual leave

Full time employees are entitled to annual paid leave of 36 days inclusive of public holidays. For part-time employees, annual leave will be pro-rated 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 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.

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

Qualifications

The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

References - offers of appointment will be subject to the receipt of satisfactory references.

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.

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 Department Administrator, who is responsible for recruitment to this position.

The University

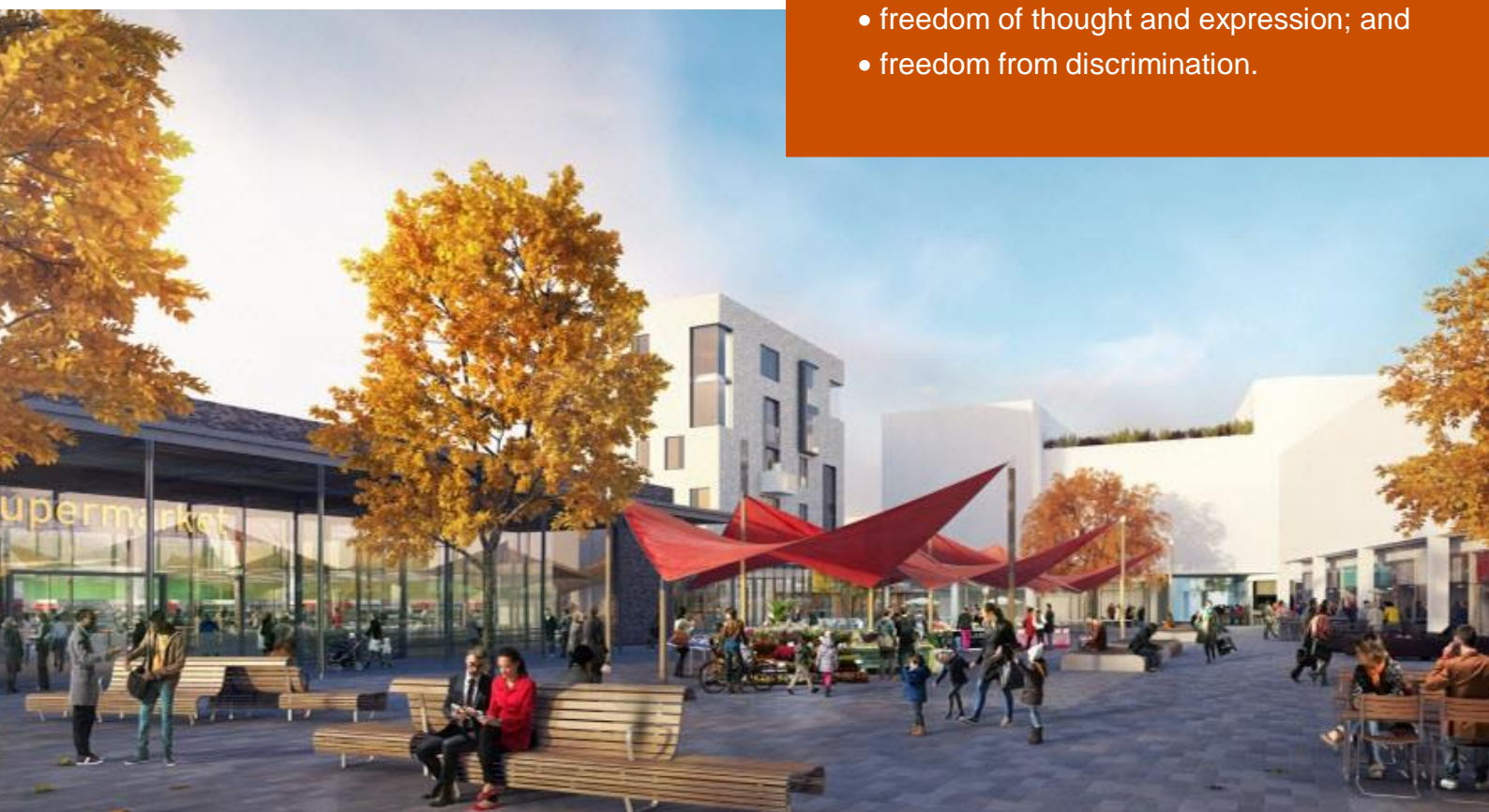
The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates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

Our sustained pursuit of academic excellence is built on a long history of first-class 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.

Our capital investment projects include the West Cambridge site, the North West Cambridge development and the growth of the Biomedical Campus in the south of the city. The North West Cambridge development includes the opening of a primary school – the first in the UK to be managed by a University. So we are deeply embedded in, and committed to serving, our local community. These are all conspicuous signs of a University that is not only adapting to new needs, but also anticipating the future.

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

- freedom of thought and expression; and
- freedom from discrimination.



About Us

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 University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 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 both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which 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.

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.

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

Stephen Toope, Vice Chancellor 2019



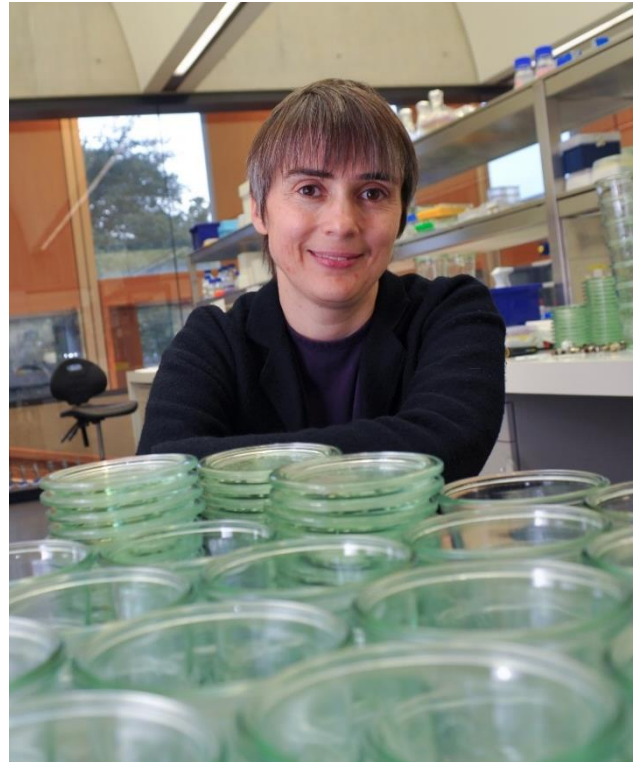
Working at the University

Working at Cambridge you will join a diverse, talented and innovative community, with more than 18,000 students and over 16,000 staff from all walks of life and corners of the world.

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

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.



Equality & 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. 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/>

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

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.

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances At the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the Visit Cambridge website.

If you prefer the faster pace of life, London is a 45 minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

Relocation Support

The University recognises 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 take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit <https://www.accommodation.cam.ac.uk/relocation>. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of staff with the costs of relocating to Cambridge.

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/>



What Cambridge can offer

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.

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 make monthly donations to charity.



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 and a CAMBens Cycle to Work salary sacrifice scheme is also available, which enables 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.



What Cambridge can offer

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.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high quality holiday Playscheme may be available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here:

<https://www.childcare.admin.cam.ac.uk/>

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. The Office of Postdoctoral Affairs supports the postdoctoral community within Cambridge. Further details are available here: <https://www.opda.cam.ac.uk/>

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.

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.



How to apply

Applications should be submitted online via the University of Cambridge jobs page www.jobs.cam.ac.uk by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

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

Informal enquiries are welcomed and should be directed to our Human Resources team:

Email: Human.Resources@cisl.cam.ac.uk