

## Head of Marketing (internal only) Institute of Continuing Education

Closing Date: Thursday 24 October 2024  
Vacancy reference:EA43558



# Head of Marketing

## Salary:

£45,585– £57,696 pa

## Contract:

Permanent

## Location:

Madingley, Cambridge

## Department:

Institute of Continuing  
Education

## Responsible to:

Director of External En-  
gagement

## Working pattern:

Full-time

## Purpose of the role

The Head of Marketing is part of the External Engagement Directorate of the Institute and has responsibility for the operational direction and growth of the Institute's marketing activities resulting in on-target student recruitment.

The Head of Marketing is responsible for developing and leading the marketing function's operational strategy to achieve the Institute's 5-year strategic goals and performance targets, such as student enrolment growth and revenue generation across our diverse course portfolio.

The role-holder oversees a team of marketing and communications specialists and is responsible for their continued professional development. The Head of Marketing will oversee resource planning across the team, instil professional standards, and robust, reliable and transparent processes.

The post has both strategic and operational aspects, taking responsibility for the creation and delivery of an innovative and measurable marketing plan covering the operational areas of brand, paid campaigns, content and communications, and is responsible for the Institute's marketing spend of approximately £500,000 pa (excluding staff costs).

## Key responsibilities

- In conjunction with the Directors, and working collaboratively with colleagues in External Engagement and Academic Centres, establish groups/mechanisms to set student recruitment targets and design and

implement an innovative marketing plan to achieve recruitment goals. The plan will include creative strategies to raise awareness, engagement, applications, conversion and return.

- Develop and implement the programme of targeted campaigns and events, using online/digital and traditional marketing channels. Using customer segmentation techniques and a customer relationship management (CRM) system, analytics, target campaign messages to audiences with specific characteristics, e.g. demographic, location, subject, level/mode of study. Evaluate the effectiveness of marketing activity and report to the senior management team.
- Commission the creation of online and print content to communicate ICE's offer, ensuring consistent quality across ICE's diverse portfolio. Manage the Institute's website and improvement projects.
- Mine market intelligence data to inform marketing strategy. This will involve the use of external and internally-generated data and include competitor analysis/benchmarking, independent market reporting, and analysis of trends.
- Develop product lifecycle models to assist and inform the process of new course development and divestment.



# Head of Marketing (continued)

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**Key responsibilities —continued**

- Design briefs and establish criteria for the selection of marketing agencies and suppliers (design and print, market research, digital campaigns, video, media buying) negotiate fees and manage agency and supplier relationships.
- Set marketing budgets and ensure spend is carefully controlled, ensuring compliance with University procurement processes. Produce detailed budget reports.
- Establish networks within the central University Communications and Public Engagement offices, identifying opportunities for publicity and involvement in University initiatives and events.
- Be ICE's guardian of the University of Cambridge brand, advising on brand guidelines and referring to the University Brand Manager where appropriate. Closely guard the University's reputation as a global centre of academic excellence and intellectual rigour.
- Line-manage the members of the marketing team, providing guidance, advice and training and seeking opportunities for continuous professional development.
- Any other duties and responsibilities appropriate to level of role.



# Person specification

	Essential	Desirable
<b>Education</b>		
Educated to at least to first degree level or equivalent qualification	√	
Holds a discipline-relevant higher degree or professional qualification		√
<b>Experience</b>		
Commercially oriented and accustomed to working to targets and deadlines	√	
In-depth experience of leading innovative marketing campaigns (online and offline) which have made a significant contribution to sustainable business growth	√	
Effective team leadership, providing motivation and development	√	
Setting and managing budgets	√	
Project conception, planning and implementation	√	
Presenting to committees or groups at senior level	√	
Successful relationship building and negotiation with external agencies/suppliers	√	
Ability to drive change and maintain resilience	√	
Experience of managing the expectations of a diverse range of stakeholders	√	
<b>Skills</b>		
In-depth knowledge of digital technologies and their application to higher education student recruitment	√	
Operational decision making, preferably in the field of higher/continuing education and experience of implementing strategic plans	√	
Evidence at senior level of team and project leadership	√	
Understand and respect the critical interface between budget management, quality assurance and student recruitment	√	
Excellent verbal communication and outstanding written English skills	√	
Excellent IT skills (including Microsoft Office) and a good understanding of IT systems	√	
Copywriting, editing and design skills		√
Awareness of major policy issues relating to higher education, preferably including continuing education issues		√
<b>Additional Requirements</b>		
Empathy with the academic purpose of the Institute and the University to be able to engage with the values and aspirations of the Institute and possess a keen interest in its future development	√	
Work flexibly, for example events may take place in evenings or at weekends in other lo-	√	

# The Institute of Continuing Education



**The University of Cambridge Institute of Continuing Education (ICE) acts to support the specific learning and pastoral needs of part-time students at the University of Cambridge. Through collaborative partnerships across the Collegiate University, ICE develops and delivers high-quality, differentiated, academic courses for professional development and personal enrichment to a diverse range of adult learners.**

ICE is closely integrated with the University's mission to support learning throughout life, innovations in teaching and learning, interactions with business and industry, community engagement and international outreach.

ICE consists of c.125FTE academics, administrators and the Hall team. ICE's teaching is further supported by c. 400 part-time tutors and examiners. ICE currently offer around 300 courses a year which include day schools, residential weekend courses, fully online courses, summer programmes primarily for international students, bespoke courses, award bearing sub-degree courses and part-time matriculated Master's degree courses.

ICE's courses span a range of fields, with students studying for professional development or personal enrichment. At present, there are c. 7,500 course enrolments each academic year and our new strategy incorporates ambitious plans to grow to around 10,000 enrolments per annum by 2025.

Our headquarters are situated at Maddingley Hall (a residential Grade I listed building), which provides facilities for conferences and events, and a full hotel service. Maddingley Hall has 13 meeting rooms, 62 ensuite bedrooms, a bar and lounge, set in 8 acres of grounds (including Capability Brown designed gardens). The Hall is located approximately four miles west of Cambridge.

The Institute's annual turnover is approximately £8 million with reserves of £6 million.

The Institute of Continuing Education is a non-school institution governed by the General Board.

# Terms of appointment

## Tenure and probation

Appointment will be made on a permanent basis. Appointments will be subject to satisfactory completion of a probationary period which will be set dependant on the length of tenure.

## Hours of work and working pattern

The hours of work for the position are 100% of full-time / 37 hours per week.

There are no formal conditions relating to hours and times of work but you 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.

It should be noted that in Continuing Education classes, open days, awards ceremonies etc often take place at the weekends and evenings.

## Pension

You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a defined benefits pension scheme. If you are already a member of the NHS Pension scheme, you may be eligible to continue in the scheme and should contact the Pensions section of the University.

For further information please visit: [www.pensions.admin.cam.ac.uk/](http://www.pensions.admin.cam.ac.uk/).

## Annual leave

Full time employees are entitled to annual paid leave of 41 days inclusive of public holidays. For new part-time employees, annual leave will be pro rata'd based on days worked.

## General information

### Salary

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

### 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.



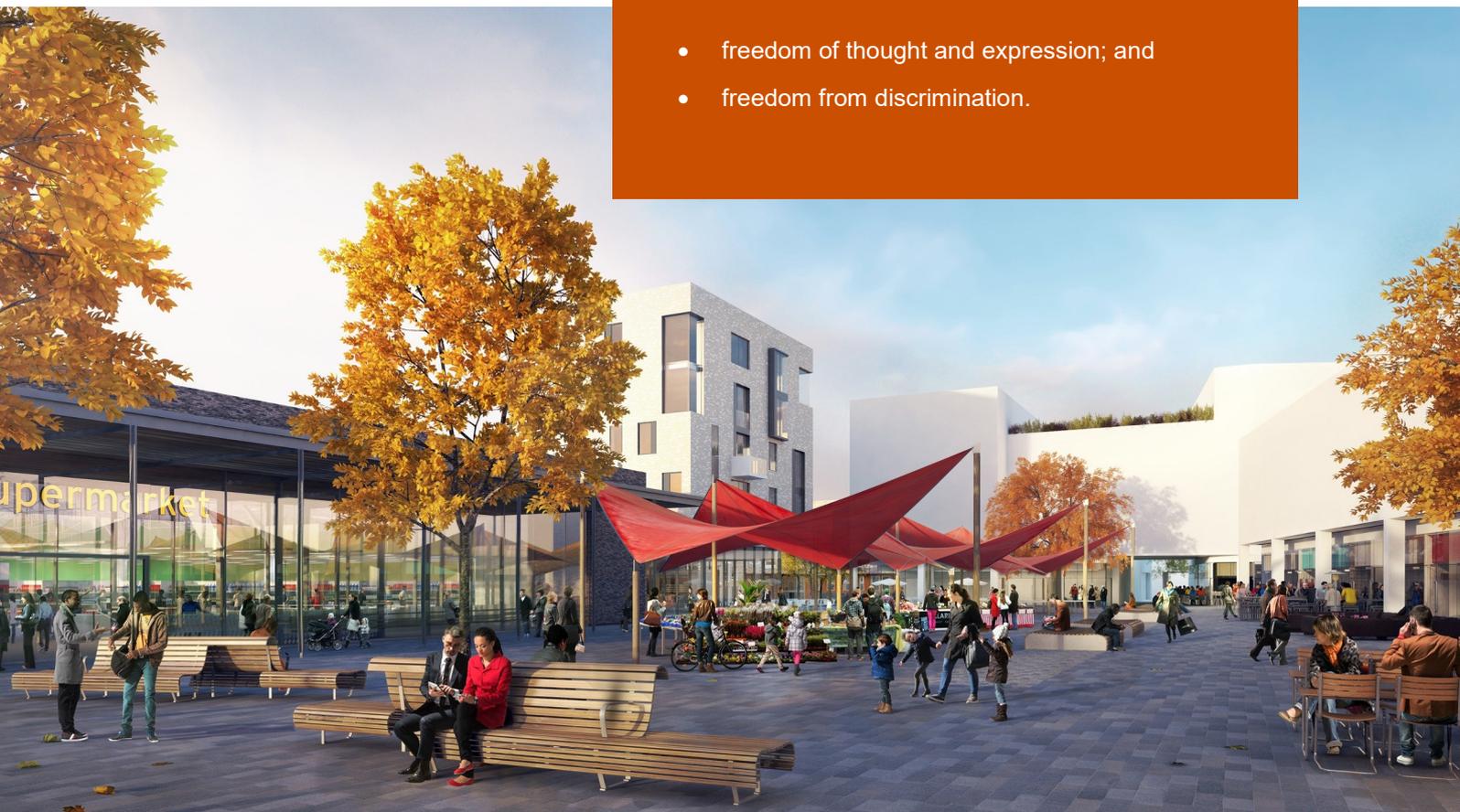
# The University

**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 £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 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

**Our ideas and innovations have shaped the world. Our campaign, 'Dear World... Yours, Cambridge', will raise £2 billion to help us shape all our futures.**

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.

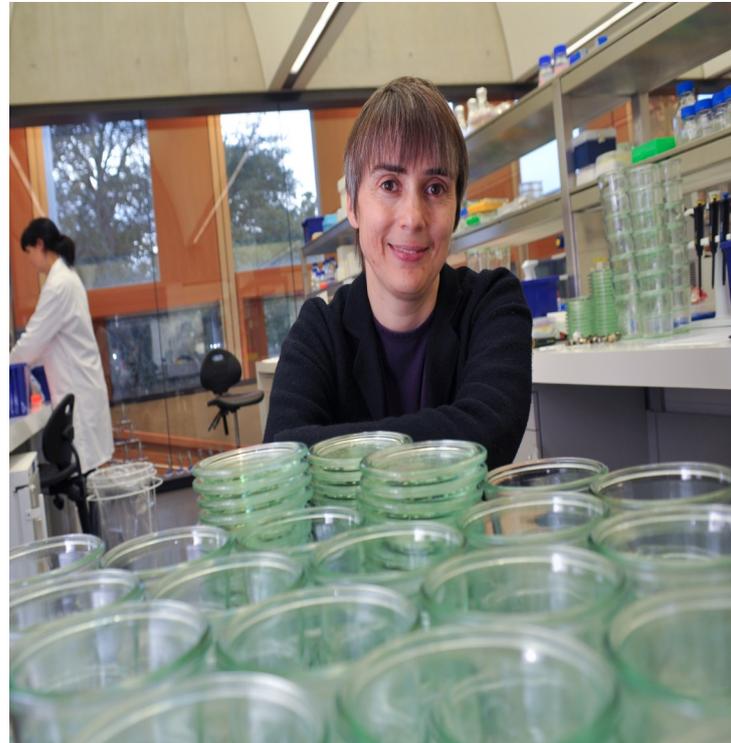
The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a new science and technology campus to the west of the city centre, and is now expanding further to the north west of Cambridge including investing in affordable homes for University 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.

# Working at the University

**Working at Cambridge you will join a diverse, talented and innovative community, with more than 18,000 students and over 11,000 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. Furthermore, the University's Athena SWAN award recognises and celebrates good practice in recruiting, retaining and promoting women. 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 has signed up to the Race Equality Charter, a notional framework for improving the representation, progression and success of minority ethnic staff and students within higher education.



# 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.

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.

Further information about attractions in and around Cambridge can be found at [Visit Cambridge](http://www.visitcambridge.org), the official tourism website for the city.

# 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.

## **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.



# What Cambridge can offer

## 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.

## 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 [www.nwcambridge.co.uk](http://www.nwcambridge.co.uk)

The importance of helping individuals settle into a new



area is also recognised by the University. The Shared Equity Scheme <https://www.hr.admin.cam.ac.uk/pay-benefits/cambens-employee-benefits/financial/shared-equity-scheme> provides financial assistance to qualifying new members of staff with the purchase of living accommodation, where they have to relocate to take up their appointment. Removal expenses are also available for qualifying new members of staff.

## 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.

Whether it is understanding the molecular basis of neurodegenerative diseases, or helping farmers in India increase their yield, or discovering better ways to live in large cities – I know that what we do in Cambridge affects lives, and livelihoods, the world over.

*Vice Chancellor Professor Sir Leszek Borysiewicz, 2016*

# How to apply

Applications should be submitted online via the University of Cambridge jobs page [www.jobs.cam.ac.uk](http://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:

**Christine Kinally, Director of External Engagement**

**Email: [christine.kinally@ice.cam.ac.uk](mailto:christine.kinally@ice.cam.ac.uk)**

If you have any queries regarding the application process please contact [HR@ice.cam.ac.uk](mailto:HR@ice.cam.ac.uk)

The closing date for applications is: Thursday 24 October 2024

The interview date for the role is: Monday 4 November 2024



UNIVERSITY OF  
CAMBRIDGE