Role Description

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| Title | **Marketing Executive –**  **External** | Department | **Marketing and Communications** |
| Role Holder | *vacant* | Reports to | **Marketing Manager** |
| Last Updated | **December 2017** |  |

# Role Purpose and Scope

The Marketing Executive - External supports Cambridge Enterprise’s mission and company objectives through the development, implementation and evaluation of marketing strategies focused on the ‘External’ market. This market comprises all external (i.e. beyond the University of Cambridge) organisations, public bodies, industry and trade organisations, individuals and stakeholders who may be customers for the technologies, inventions, expertise and intellectual property available from Cambridge Enterprise.

The Marketing Executive - External is the effective ‘owner’ of the External market. In practice, this means that the role holder is responsible for ensuring that every piece of marketing and communications planning and activity intended for or relating to this market is strategically appropriate, is aligned to the master marketing plan, is suitably integrated with other market and channel strategies, and is consistent with the Cambridge Enterprise brand guidelines (including visual identity and house style).

The Marketing Executive - External is expected to undertake their work in a professional manner, characterised by planning and forethought, collaboration and inclusion, insight and evaluation, diligence and accountability. The role holder must define the breadth and scope of the role and is responsible for its overall contribution to Cambridge Enterprise.

The Marketing Executive - External reports to the Marketing Manager and is supported in their work by the Marketing Manager and the Head of Marketing and Communications. The role holder will work closely with the other executive and manager-level roles within the department to ensure that all strategies, plans and campaigns are integrated, complementary and cost effective.

# Principal Responsibilities

1. **Planning, Development and Delivery**

* Market audit, market definition and market research
* Competitor analysis, strategy preparation and development
* Tactical planning and campaign development
* Campaign implementation and evaluation
* Brand management, including visual identity
* Asset management, including all collateral, market data and customer records
* Develop analogue and digital content and resources
* Develop networks and connections within and beyond the University to aid the development and delivery of plans and campaigns

1. **Financial**

* Prepare budgets
* Forecast expenditure
* Monitor and report expenditure

1. **Managing People**

* As directed by the Marketing Manager, select, appoint and manage third party suppliers and agencies

1. **Innovation**

* To constantly monitor and evaluate activities and best practice in the wider markets
* To constantly review and appraise market definitions and the marketing mix
* To research and evaluate new or more effective routes to market: channels and distribution
* To adopt an inquisitive, open-minded approach to strategic evaluation and development

1. **Advice and Advocacy**

* Amongst colleagues, promote a strategic approach to planning and development
* Work pro-actively with colleagues across the business, adopting a leadership role in the identification and development of marketing opportunities
* To provide advice and be a ‘knowledge specialist’ in support of other departments and the Senior Management Team
* Act as an ambassador for the department, for the strategic marketing function and for Cambridge Enterprise

# Experience, Knowledge and Skills

*Essential*

**Experience**

* Preparation of marketing plans and strategies
* Market research: scoping, implementation, evaluation
* Cross-channel integration and media-neutral campaign planning
* Supplier appointment and management
* Customer data management
* Preparation, monitoring and reporting of budgets
* Working within cross-functional teams
* Working with senior staff, Board members and external stakeholders

**Knowledge**

* Marketing theory: planning and strategy development; campaign planning, setting metrics and evaluation
* Availability and suitability of media, channels and tools
* Brand management
* Data best practice – DPA, GDPR
* Competitor and market analysis – techniques and evaluation
* Innovation and best practice – keeping up to date with market trends, technology, and solutions
* Event planning and delivery

**Skills**

* Defining and setting priorities
* Time management, including the allocation of scarce resources
* Project management
* Budget planning
* Use of the Microsoft Office suite
* Familiarity with Dynamics365 or equivalent systems and/or CRM platforms

*Desirable*

* Experience of working within the higher education sector

# Qualifications

* Degree
* Relevant qualification from the Chartered Institute of Marketing or other recognised professional or training organisation

# Competencies

*Company*

1. **Ambition & Effectiveness**

* Looks ahead. Identifies future needs and creates plans to address them. Demonstrates initiative in interpreting the scale and scope for greater benefit.
* Has a clearly-expressed focus on personal professional development and demonstrates its relevance to the organisation.
* Works in a self-directed manner. Output-focused, whilst showing necessary attention to detail. Prioritises resources and workload with reference to company objectives.

1. **Customer Focus**

* Champions the customers’ perspective. Adopts a customer-centric view in preparing, implementing and evaluating plans.

1. **Team Working & Flexibility**

* Seeks input from others. Supports colleagues. Considers change to be an opportunity for development and improvement. Facilitates understanding and builds support. Is collaborative, courteous and diplomatic when working with colleagues and peers.
* Manages expectations. Provides timely updates, shares information and offers clear, constructive feedback.
* Takes the initiative. Open-minded, with an attitude that challenges precedent and protocol. Prepared to check and challenge underlying assumptions in order to identify and address the big picture.

*Role*

1. **Decision Making**

* Knows when to fact-find, ask questions, discuss, debate and reflect, and when to employ a more direct command-style approach to making decision and directing others.

1. **Leadership**

* Balances Thinking with Doing. Represents the department through leadership of projects and initiatives. An advocate and ambassador for marketing as a department and as a strategic business function that creates value.