

JOB TITLE: EMBA MARKETING COORDINATOR - EVENTS

REPORTS TO: HEAD OF MARKETING & COMMUNICATIONS, EMBA PROGRAMMES

Background

This role is based within the Marketing team for the Executive MBA programmes, at Cambridge Judge Business School. The EMBA programmes are flagship programmes at CJBS, and responsible for delivering circa £14m to the School.

There are two Executive MBA programmes at Cambridge: the Cambridge EMBA which was established in 2009 and the Global EMBA established in January 2024. The admissions criteria are the same for each programme, and the content is the same; the difference is how the programme is delivered. The Cambridge EMBA is delivered over 16 weekends and 4 one-week-long blocks. The Global EMBA is delivered in week-long blocks, 4 of which are in Cambridge and 2 in international locations; additionally, there are 33 half-days of live online teaching.

The Marketing team is responsible for generating awareness of CJBS and the EMBA around the world amongst relevant audiences, and driving c.500 high quality, international applicants for the EMBA through a programme of international marketing including events, advertising, social media, content marketing and engaging with EMBA alumni to generate referrals. The team is also responsible for developing the diversity of the applicant pool through targeted campaigns.

A key purpose of the EMBA Marketing function is to drive awareness of CJBS and the EMBA, to help deliver a high-quality pipeline of applications for the EMBA programmes, using a wide range of tactics and engaging a wide range of audiences.

The role

The role holder will design and deliver a global programme of events to support EMBA student recruitment and marketing objectives. This includes scheduling events in line with the recruitment cycle and engaging support from a range of stakeholders such as faculty, alumni, students, and external speakers.

The role holder will understand the key strategic objectives of the EMBA recruitment targets and propose event formats, timings, and locations to deliver diverse and quality applications for the programme. The role will involve extensive analysis and evaluation of the EMBA market including past events and pipeline trends to make strategic recommendations and draw up budget proposals for this strand of marketing.

Working closely with the Head of Marketing & Communications, EMBA Programmes, the role ensures the events enhance the School's international reach and stakeholder engagement. Responsibilities include marketing the events through email and digital channels, coordinating with internal teams, managing follow-up actions, and driving applicant conversion.



The role-holder will also coordinate with colleagues across the School to align on strategy and explore collaboration opportunities. They will manage external suppliers, negotiate pricing, and handle all logistics for both domestic and international events. This includes venue selection, catering, promotional materials, and post-event follow-up.

Additionally, they will support and collaborate with the EMBA Marketing Coordinator – Content & Outreach, to promote the schedule of events and providing cover during absences when needed.

Main responsibilities

Event management

- Design a programme of international events, both online and in-person (including information sessions, alumni-hosted events, Open Days, Experience Days, networking events, panel-discussion events) to deliver diverse and quality events for the EMBA, working with the Head of Marketing & Communications to understand marketing and recruitment objectives.
- Provide budget proposals for this strand of marketing.
- Liaise with departments across the School in order to maximise opportunities and co-ordinate activities e.g working with the alumni team to organise business briefing events.

Coordinate and undertake marketing of events programme

- Manage relationships with volunteer alumni and current students, faculty, colleagues across the business school, and with external suppliers, to deliver effective and engaging events.
- Source speakers, contributors catering and other services, as required.
- Write briefing documents as required to guide alumni, faculty, speakers etc taking part in events. Manages alumni volunteers on 3rd party platforms (e.g. The Ambassador Platform).

Quality assurance

- Be responsible for the quality assurance at events, ensuring high quality of customer service in the sign-up process, hosting at the event and follow-up communications.
- Oversee material used for the event and feedback to colleagues to ensure suitable material and effective marketing collateral is used.
- Brief faculty, alumni and speakers prior to each event, providing written guidelines as necessary and updating stakeholders regularly on registrations numbers.

Research and analysis

- Devise and implement event feedback processes to track conversions from events and use the resulting data in combination with admissions pipeline data to report on effectiveness of events and market conditions of international regions.
- Stay up to date with technology advances (e.g. Teams Webinars) to inform marketing tactics for the EMBA team.
- Provide weekly review of past and upcoming event registrations and drawing learnings from the data to impact future work.

Liaison with external suppliers and agencies

- Write briefs and obtain quotes for marketing work, conveying parameters of each project and marketing objectives, including budget negotiations.
- Liaise with external suppliers to ensure cost-efficient, good quality and timely production of marketing and promotional materials.
- Ensure contracts with external providers (e.g. Colleges) are correct and as agreed.
- Manage relationship with hotels, event providers, design, advertising agencies and other suppliers.

Administrative and planning support

- Obtain quotes from suppliers, raises purchase orders and other paperwork necessary to fulfil financial procedures for appointing new suppliers/contractors.
- Manage and processes expense claims from alumni hosting overseas recruitment events.
- The role includes the supervision of a member of staff, supporting their development and providing guidance as needed.

PR and content support

- Alongside the Head of Marketing & Communications, EMBA Programmes and the EMBA Marketing Coordinator - Content & OutReach, identify participant/alumni news that can be written into a news story.
- Provide support for the EMBA Marketing Coordinator - Content & OutReach.

Systems management

- Use CRM system (Microsoft Dynamics), monitor, evaluate and report on numbers of prospective students registering an interest in the programme and attending information sessions.
- Uses CRM system to compare data from previous years and to monitor effectiveness of events.

The person

The ideal candidate should have the following qualities, skills, and attributes:

- Experience in marketing communication and events role.
- Understanding and familiarity with social media and changing digital marketing landscape.
- Experience of working with people from other cultures.
- Ability to work independently and within a team.
- Strong writing ability essential.
- High level of competence with Microsoft Office Suite i.e. Word, Excel, Powerpoint, Teams.
- High level of communication and interpersonal skills to maintain good and necessary relations with participants and alumni and to encourage their on-going involvement as advocates of the EMBA programme.

- Ability to work effectively and collaboratively as part of a small team.
- Strong attention to detail.
- Good analytical skills, to analyse and grasp implications of campaign results and other statistical data.
- Ability to use CMS system (WordPress).
- Ability to use CRM system (Microsoft Dynamics).
- Excellent organisation skills.
- Ability to prioritise a wide variety of tasks.
- Ability to work with accuracy and to deadlines.
- Ability to work under pressure.
- Ability to think on feet and use judgement.
- Educated to degree level / Level 6 vocational qualification or equivalent level of practical experience.
- Must be willing to travel to attend conferences and events, both within the UK and overseas, as required.

Benefits

This is a full-time position working 36.50 hours per week. The role requires a working pattern of five days out of seven as most events take place in the evenings and at weekends, and a willingness to travel within the UK and overseas for conferences and events as needed. There will be a six-month probationary period. Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range of £33,482 - £39,355 per annum.

The full incremental salary range for the position is advertised in order to demonstrate the progression within 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.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities, and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register for an account (if you have not already) and log in before completing the online application form. If you have any questions about this vacancy, please contact Louisa Kennedy (l.kennedy@jbs.cam.ac.uk) for queries relating to the role and hrrsupport@jbs.cam.ac.uk for queries related to the application process, flexible working or reasonable adjustments.

The closing date for applications is 27 May 2025

Applicants are required to provide details of two referees. Typically, referees will not be contacted until an offer has been made. In exceptional circumstances, we may need to contact your referees at an earlier stage of the recruitment process; however, this will only be done with your prior consent.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

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 www.hr.admin.cam.ac.uk/policies-procedures/disabled-applicants-and-members-staff/support-services-available-within.

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 hrrsupport@jbs.cam.ac.uk.