

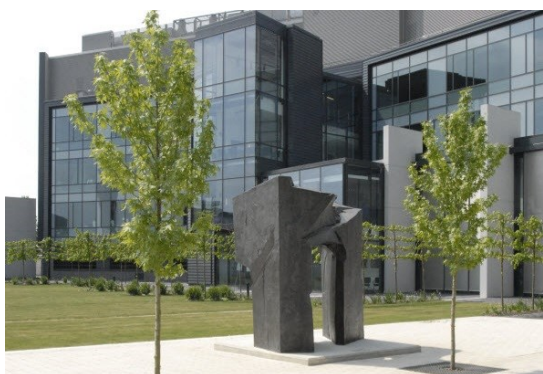
Marketing Co-ordinator

(0.6FTE - 22 Hours per week)

Institute of Continuing Education

Closing Date: 02 July 2025

Job Reference: EA46364



Marketing Coordinator

Salary:

£33,482 - £39,355

(pro rata based on days worked).

Contract:

Permanent

Location:

Madingley Hall

Department:

Institute of Continuing Education

Responsible to:

Business Development Manager

Working pattern:

Part time, 22 hours per week.

Role Overview

The Marketing Coordinator is part of the Madingley Hall Business Development Office and has responsibility for implementing the Hall's operational marketing plan in order to meet commercial targets and raise the profile of the Hall in the local region. The role holder will be responsible for liaising with agencies and external suppliers in the fields of PR, digital, design and content.

Role Purpose

The Marketing Coordinator will work with the Business Development Manager and Hall General Manager to help design the marketing and communications plan for the Hall to increase Hall revenue, raise awareness and enhance the reputation of the Hall in the region.

The role-holder leads on the development and implementation of promotional strategies, including digital campaigns, management of social media channels, the production of marketing materials as well as promoting and attending events, to meet commercial targets.

The role holder will work part time hours (22 hours per week), working to a 5 out of 7-day shift pattern to ensure that they can attend relevant evening and weekend events to capture content for use in marketing materials.

Main Duties

- Working with the Business Development Manager, design and deliver the marketing strategy and communications plan for the Hall to support the product portfolio and increase demand. Develop and manage the marketing budget and forecasts.
- Implement targeted campaigns and events using online/digital and traditional marketing channels to identified customer segments (audiences with specific characteristics, e.g. demographic, location).
- Design content and implement strategies for branded marketing communications for all channels, including online campaigns, social media, email, video and web and live events.
- Analyse the effectiveness of marketing activity using web analytics, booking/enrolment data and qualitative feedback (e.g. focus groups). Produce reports and make recommendations to aid management decision-making and feed into strategy decisions.
- Ensuring compliance with University procurement processes, select marketing agencies and suppliers (Media, PR, design, photography etc.). Negotiate fees and manage these relationships.
- Collaborate with the Business Development Manager to aid the business development plan and develop marketing collateral for this audience.
- Plan and manage the launch of new features and product releases, including high-profile press launches.
- Monitor competitive activity and remain abreast of trends in the sector of hospitality sector including travel, lodging, food & beverage. Build and develop a range of internal and external networks to support outreach activities.
- Communicate messaging to Hall employees, prospects, customers, analysts, journalists, and other market influencers.
- Any other duties and responsibilities appropriate to level of role.



Person specification

Criteria	Essential	Desirable
Experience		
Marketing and communications cross-channel planning experience	✓	
Strong digital experience, including in defining social media strategies and managing digital media channels	✓	
Experience of segmenting audiences and developing targeted, audience-appropriate messaging and campaigns	✓	
Knowledge and experience of using marketing analytics tools to analyse and report on campaign success	✓	
Budget management, forecasting and tracking experience	✓	
Website management and editing via CMS	✓	
Experience using a CRM system or alternative for marketing and/ or business development purposes	✓	
Experience of the hospitality industry		✓
Experience managing press relations and liaising with journalists		✓
Experience in events management		✓
Skills		
Commercially orientated and accustomed to working to targets and deadlines	✓	
Proven ability to excel and inspire in a pressured and fast-paced environment	✓	
Project management skills	✓	
Ability to build productive and supportive relationships with colleagues across departments/ functions	✓	
Strong stakeholder engagement skills and confidence in presenting to colleagues, suppliers etc	✓	
Excellent written and verbal communication skills		
Excellent IT skills (including Microsoft Office products)		
Qualifications		
Educated at least to first degree level or equivalent	✓	
Accredited membership of a marketing professional association		✓
Work flexibly, for example events may take place in evenings or at weekends in other locations	✓	

Terms of appointment

Tenure and probation

The appointments will be made on a permanent basis. Appointments will be subject to satisfactory completion of a six month probationary period.

Hours of Work and Working Pattern

The hours of work for the position are 22 hours per week, working to a 5 out of 7-day shift pattern to ensure that they can attend relevant evening and weekend events to capture content for use in marketing materials.

We welcome applications from individuals who wish to be considered for part-time working or other flexible working arrangements.

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 rata'd based on days worked.

General information

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 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.

The University

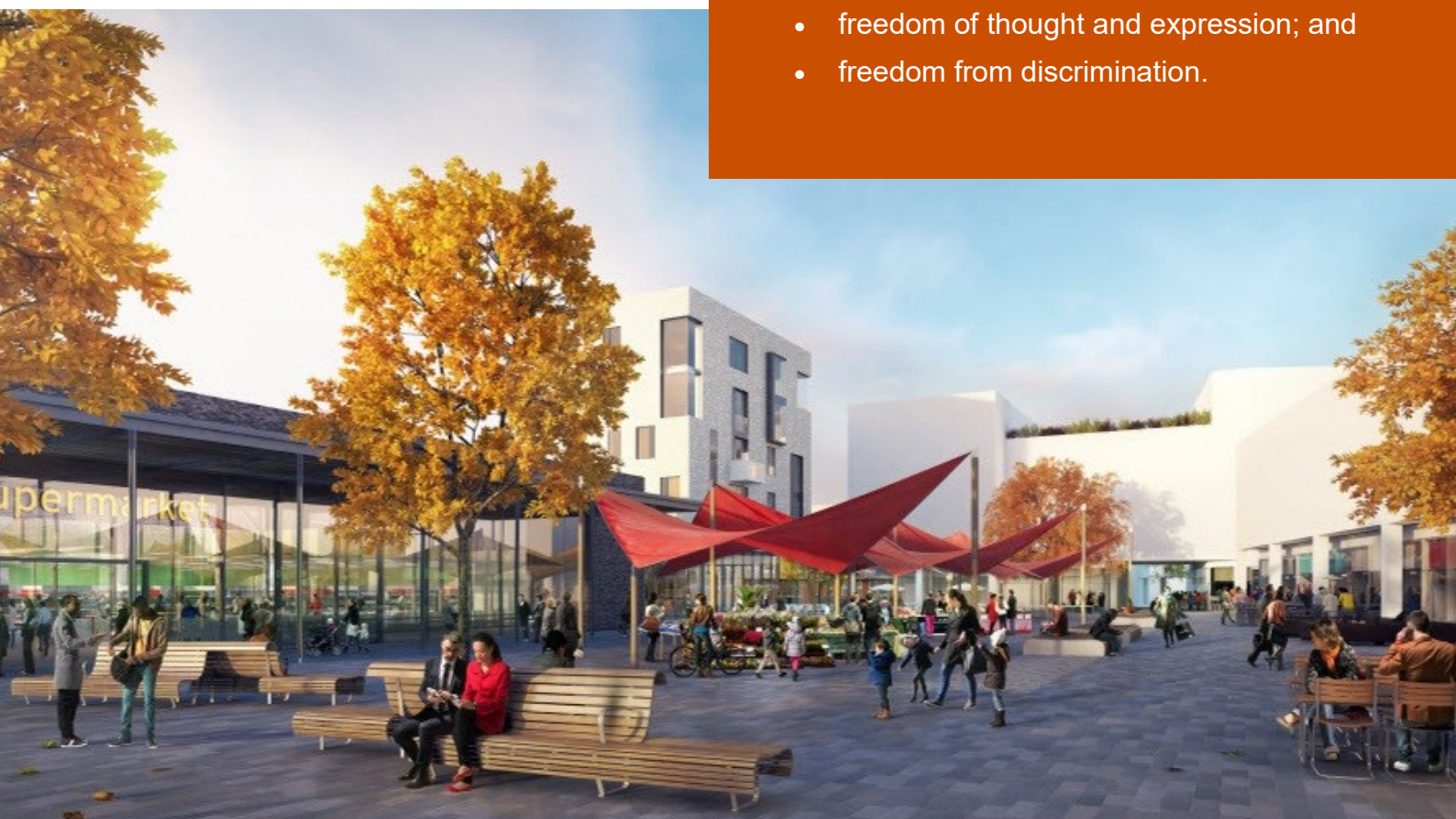
The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates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

Our sustained pursuit of academic excellence is built on a long history of world-leading 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 academic and commercial growth at both the West Cambridge Innovation District, and the Biomedical Campus in the south of the city. Eddington, in North West Cambridge, is a mixed-use development including key worker housing for staff, a community centre and a new primary school, managed by the University. Through these projects, the University is 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 undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

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 23,000 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 groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here: <http://www.equality.admin.cam.ac.uk/>

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

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/RelocationService/>. 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. For staff who require a Skilled Worker Visa, Global Talent Visa or Settlement (known as indefinite leave to remain) to take up employment with the University, we offer an interest free [visa loan scheme](#) for current and prospective staff (and their dependants), to help meeting the cost of obtaining a visa.

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.



CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.



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 paid emergency leave for parents and carers.

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 Postdoc Academy supports the postdoctoral community within Cambridge. Further details are available here: <https://www.postdocacademy.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. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the [Cambridge Festival](#), which is 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 as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. 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. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.



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:

Mrs Clara Campbell-Beavis via email:
clara.campbell-beavis@ice.cam.ac.uk

If you have any queries regarding the application process please contact **HR@ice.cam.ac.uk**.

The closing date for applications is: 02 July 2025

The interview date for the role will be soon after the advert closes.



UNIVERSITY OF
CAMBRIDGE