

Marketing Officer (Full-time)

IfM Education and Consultancy Services (IfM ECS)

IfM ECS works with companies, policymakers and other universities to put new ideas coming out of the Institute for Manufacturing into practice. We do this through consultancy, executive and professional education, events and open courses.

We are currently looking for someone who can develop and implement creative marcomms plans to help us build the brand and generate new business.

The Marketing Officer will work with the Marketing and Communications team to:

- **Build the reputation of IfM and IfM ECS** by developing and implementing a marketing communications strategy.
- **Generate opportunities for IfM ECS** consultancy, executive and professional education, open courses and events;
- **Support marcomms activities throughout the IfM and IfM ECS.**

Role Summary

To help realise the above team aims, the Marketing Officer will:

Create and implement marketing plans

- Working with the Marketing and Communications Manager and Industrial Fellows to develop and implement integrated marketing plans for each of our main offerings spanning consultancy, executive and professional development and open courses to support business development, using a wide range of marketing channels.

Key activities will include:

- Researching and developing marketing channels to find new prospects
- Developing and using the marketing database to communicate effectively with new and existing customers.
- Producing high quality content such as: press releases, web content, printed marketing collateral, newsletters, podcasts and videos
- Implementing print and digital marketing campaigns
- Using social media and applying SEO techniques
- PR, and
- Organising client-focused events

Reporting and Support

This role:

- Reports to the Marketing and Communications Manager
- Is supported by the Marketing and Events Administrator
- Works with the Communications Officer and Communications Editor and in collaboration with the Events team.

The Marketing and Communications Team

The Marketing Officer will be employed by IfM Education and Consultancy Services in the Marketing and Communications Team, based in the Institute for Manufacturing, Alan Reece Building, Charles Babbage Road, Cambridge.

We communicate with companies ranging from multinationals to start-ups, policymakers and other universities, in the UK and internationally.

Knowledge, skills and attributes

The Marketing Officer will require the following knowledge, skills and attributes:

- Ability to quickly develop a broad understanding of customer (esp. industry and government) needs and how they are addressed by IfM research outputs
- Relationship development – the ability to develop good working relationships with academics across IfM and ECS and with external suppliers; a particular focus for this role will be developing relationships and trust with those who sell and deliver IfM ECS' consultancy services
- Planning and research skills in order to develop marketing and communications plans that will get the right messages to the right customers
- Project management to ensure effective execution of marketing plans and campaigns
- Copywriting to create effective marketing collateral and direct marketing campaigns
- Good knowledge of digital marketing techniques
- Some print design skills would be useful

Aims	Activities and outputs	Time
<p>Marketing planning Develop marketing plans for each consultancy offering and Executive and Professional Development (EPD) that get the right messages to the right customers in order to raise awareness and generate leads</p>	<ol style="list-style-type: none"> Working with the Marketing and Communications Manager and Industrial Fellows to create and implement integrated marketing plans for each Consultancy offering; and the Executive and Professional Development (EPD) and Events teams to include (where appropriate) open courses and publications. The plans will potentially include: direct marketing (print and digital); social and other digital media; PR; events; IfM academics and Industrial Fellows speaking at industry conferences, and exhibiting at conferences 	15%
<p>Developing marketing channels and direct marketing capabilities To ensure that marketing and communications activities are reaching as many prospects as possible while maintaining awareness/relationships with existing customers.</p>	<ol style="list-style-type: none"> Research prospects by function and sector for each consultancy offering to create customer profiles which will inform marketing planning and the implementation of marketing campaigns Analyse, develop and maintain customer database to add new prospects and cross-sell to existing customers Manage and carry out data cleaning processes – with support from Marketing and Events Administrator Ensure compliance with data protection legislation 	25%
<p>Creating content Create a range of materials to support the sales and marketing plans for each Consultancy flagship domain and EPD.</p>	<p>This will include:</p> <ol style="list-style-type: none"> Creating printed and digital marketing collateral where appropriate for each Consultancy flagship domain, EPD and open courses to support the sales process (including PowerPoint) for offerings and EPD and drive bookings for courses: web content, flyers, brochures, emails, sales letters, PowerPoint slides etc. Writing case studies and developing offering-related podcast/video output where appropriate Writing news stories based and press releases to gain coverage of consultancy, EPD and open courses 	25%
<p>Implementing marketing campaigns Carry out marketing campaigns that will raise awareness of IfM ECS and generate leads.</p>	<p>This will include:</p> <ol style="list-style-type: none"> Running print and digital direct marketing campaigns Using digital marketing channels to promote events and other Flagship Domain-related comms across Twitter, LinkedIn Google+, Facebook and YouTube. Organising client-focused events Increasing online visibility through SEO Generating press coverage for consultancy and EPD Arranging speakers/exhibiting at conferences 	25%
<p>Industrial Fellow support</p>	<ol style="list-style-type: none"> Providing marketing support/guidance to Industrial Fellows, e.g. helping them exploit social media 	5%
<p>IfM support</p>	<ol style="list-style-type: none"> Support Reception to maintain wall of flyers and screens – with Marketing and Events Administrator 	5%