Marketing Officer – Full time 37.5 hours pw
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 marketing communications 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 delivering marketing plans
- **Generate opportunities for IfM ECS** consultancy, executive and professional education, open courses and events;

**Role Summary**

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

**Create and implement marketing plans**

- Working with the Commercial Marketing Manager and key stakeholders to develop and implement integrated marketing plans for the main offerings spanning consultancy and executive and professional development 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: web content, printed marketing collateral, newsletters, podcasts and videos
- Implementing print and digital marketing campaigns
- Using social media channels to increase visibility of content
- Managing content across the website ensuring it is optimised for search engines

**Reporting and Support**

This role:

- Reports to the Commercial Marketing Manager
- Is supported by the Marketing and Events Administrator
- Works with the Communications Officer 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.
Skills and attributes

Essential:

- 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 trusting relationships with IfM ECS Consultants
- 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 timely execution of marketing plans and campaigns
- Copywriting to create effective marketing collateral and direct marketing campaigns
- Good knowledge of digital marketing including a fundamental knowledge of SEO techniques
- Excellent attention to detail and proof reading skills
- Proactive approach

Desirable

- Some print design skills would be useful
- Experience of organising and running webinars, creating videos and podcasts
- CIM qualified
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<tr>
<th>Aims</th>
<th>Activities and Outputs</th>
<th>Time</th>
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| 1. **Marketing planning**  
Develop marketing plans for consultancy offerings and Executive and Professional Development (EPD) that get the right messages to the right customers in order to raise awareness and generate leads | • Working with the Commercial Marketing and Communications Manager and key stakeholders to create and implement integrated marketing plans for ECS consultancy offerings and Executive and Professional Development (EPD). To include:  
• Direct marketing (print and digital)  
• Social and other digital media | 10% |
| 2. **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. | • 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  
• Look for opportunities to build the number of contacts we are able to communicate with, investigating and recommending new channels | 20% |
| 3. **Implementing marketing campaigns**  
Carry out marketing campaigns that will raise awareness of IfM ECS and generate leads. | • Run print and digital direct marketing campaigns  
• Use digital marketing channels to promote content across Twitter, LinkedIn, Facebook and YouTube  
• Involvement in organising client-focused events  
• Organise webinars  
• Increase online visibility through SEO  
• Contribute to generating press coverage for consultancy and EPD  
• Look for opportunities to arrange for IfM ECS consultants to speak at events and conferences  
• Maintain a good awareness and understanding of activities being carried out across the IfM and IfM ECS  
• Contribute to the GDPR project to ensure that the IfM has a defensible position by May 2018 | 25% |
| 4. **Creating content**  
Create a range of materials to support the sales and marketing plans for each Consultancy flagship domain and EPD. | • Create printed and digital marketing collateral where appropriate for key areas across consultancy and EPD offerings.  
• Support the events team in developing collateral for open courses  
• Write case studies and developing offering-related podcast/video output where appropriate  
• Write news stories to gain coverage of consultancy, EPD and open courses | 25% |
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<th>Contribute to reports</th>
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<td>5.</td>
<td>- Measure and report on the impact of campaigns</td>
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<td>- Report on the growth of the quantity and quality of contacts</td>
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<td>- Report on the number of leads coming into the business and conversion rates</td>
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<td>6.</td>
<td>Support IfM ECS Consultants</td>
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<td>- Provide marketing support/guidance to Industrial Fellows, e.g. helping them exploit social media</td>
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<td>7.</td>
<td>General support</td>
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<td>- Work with the Events Administrator and reception maintain wall of flyers and screens</td>
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<td>- Ensure stock of promotional literature is accurate and fits with planned activity</td>
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<td>- Keep the Commercial Marketing Manager informed of planned and actual marketing spend</td>
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