

# Marketing and Office Manager

Job Location: ideaSpace City, 3 Laundress Lane. Camb. CB2  
1SD

ideaSpace exists to create the best community for, and environment to support, the creation of high impact ventures in Cambridge.

ideaSpace's main activity is focused around its membership programme for startup founders. The programme provides a community and space to support founders as they develop new business models to deliver high impact innovations.

A part of the University of Cambridge, but membership not limited to the University of Cambridge, ideaSpace exists as part of the University mission to contribute to society by helping new ideas and discoveries reach the market.

ideaSpace is a part of the University of Cambridge and is supported and elements managed by IfM Education and Consultancy Limited (IfM ECS Ltd), a wholly-owned subsidiary of the University of Cambridge. The employment of this role will be with IfM ECS Ltd.

## **Reporting to the ideaSpace Director and responsible for:**

### **Office Management (30%)**

Effective management of the city office facility to ensure that it is a productive and attractive environment for members and guests to work:

1. Ensuring appropriate standards of reception and other services, housekeeping, health and safety and facilities.
2. Presenting a personalised, proactive and flexible approach with members and incoming enquiries.
3. Basic frontline IT support.
4. Induction for new members and office specific network and event management.
5. Bridging (or building) external relationships to benefit ideaSpace.
6. Maintenance of the CRM system and ideaSpace website.

### **Marketing Management (40%)**

The development and leadership of an ongoing marketing strategy for ideaSpace to enable it to;

1. Research and develop marketing channels to generate new leads
2. Developing lead conversion processes
3. Develop and implement a content marketing strategy covering web, social media and podcast.

## **New Business Support (30%)**

Work with the ideaSpace Director to;

1. Secure support for existing ideaSpace programmes.
2. Scope out and secure support for potential new programmes and partnerships.

## **Skills and attributes**

Essential:

- Ability to quickly develop a broad understanding of the entrepreneurial community in and around Cambridge.
- Relationship development – the ability to develop good working relationships with ideaSpace members and stakeholders
- 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