



Marketing Manager, MBA programmes

Park End Street, Oxford Grade 7: £36,024 - £44,263 per annum

Permanent, full time

Saïd Business School, University of Oxford

SAID BUSINESS SCHOOL UNIVERSITY



The role

The MBA programme is the largest degree programme at the Saïd Business School. Our aim is to provide a world class educational experience which empowers individuals to achieve their personal development goals and deliver outstanding results for their organisations and the wider society.

Reporting to the Associate Director, the post holder will work with the business development team to develop and drive an overarching marketing strategy for the MBA and 1+1 MBA programmes. They will also be responsible for implementing the marketing strategy and partnering with regional managers to ensure that marketing budgets are effectively managed and fit for purpose. Close collaboration with key internal and external stakeholders will be required to devise and implement differentiated marketing strategies and annual tactical plans utilising the entire marketing mix, with particular emphasis on digital marketing that will attract an internationally diverse cohort of high calibre individuals, raise the School's profile and reputation, and make a key contribution to the delivery of participant acquisition targets through strong lead generation and conversion activities.

Responsibilities

- Responsibility for developing the overarching marketing strategy and setting marketing targets for the MBA and 1+1 MBA programmes. The post-holder will also be tasked with collaborating with regional Recruitment Managers to develop effective marketing strategies for their respective regions. This has a direct impact on the number of quality leads being generated for the recruitment managers and directly contributes to the overall success of the recruitment process for the MBA Programmes, a key part of the overall School portfolio.

- Liaising with Corporate Marketing as the primary point of contact for the MBA recruitment team, ensuring that all marketing activity is coordinated with and compliments the overall School marketing strategy. Working with other business development teams across the School.

- Direct management of non-regional MBA marketing budget and advising Recruitment Managers on efficient use of regional marketing budgets.

- Setting and driving KPI targets for the marketing activities, as well as working with a team of Recruitment Managers to implement KPIs for regional campaigns and budgets.

- Working with external suppliers, as well as internal stakeholders, to implement effective lead generation and conversion activities in line with KPI targets.

- Developing and implementing integrated B2C and B2B marketing strategies and tactical plans for the MBA and 1+1 MBA programmes to stand out within a competitive market place and generate high quality leads.

- Liaising with the corporate marketing team to manage the social media marketing strategy for the MBA (content and paid advertising).

- Creating content for targeted email marketing campaigns which meets the goals outlined in the recruitment strategy.

Developing a long-term email marketing plan, as well as designing ad hoc campaigns as needed by the regional Recruitment Managers.

- Writing persuasive copy for all mediums and where necessary proofread and edit the work of others to ensure consistency of brand messaging.

- Leading the development of new print and digital marketing content & collateral, as well as coordinating the production of other marketing materials.

- Proposing, trialling and evaluating new marketing activities to increase student recruitment.

- Analysing statistical data, including recruitment trends; and undertaking both qualitative and quantitative market research to help inform tactical marketing plans.

- Manage the implementation of GDPR within the sub-team and ensure continued compliance (under the guidance of Corporate Marketing).

- Working with the team and the Web Manager to regularly update and refresh relevant sections of the School's website with rich multimedia content which engages the target audience, helps SEO rankings, aid the user experience and converts visitors to enquirers/applicants.

- Manage a number of student recruitment events globally during each recruitment cycle.

- Developing a set of strong and effective working relationships within the School and University, across faculty, staff, students and alumni.

- Support the Associate Director and regional Recruitment Managers to monitor and analyse competitor activity, global markets and identify trends.

- Work with the wider MBA recruitment team to effectively utilize and segment CRM data.

- Undertaking any other duties and responsibilities commensurate with the grade of the post.



Selection criteria

Essential selection criteria

- A degree or equivalent ideally in Business, Marketing, English or communications.
- Proven experience of developing, implementing and evaluating effective integrated marketing campaigns utilising all channels including online marketing.
- Knowledge of Social Media (LinkedIn, Facebook, Twitter, Instagram) and the opportunities it creates.
- Experience in direct/database marketing.
- Experience of writing effective marketing communications for a range of audiences and communications channels.
- A high level of verbal communication and presentation skills.
- Excellent IT skills including Microsoft Office software packages.
- Experience working with Salesforce or similar CRM systems
- Excellent interpersonal skills
- A good team worker, with project management and leadership abilities within a collaborative working culture
- Displays a high level of creativity, innovation, enthusiasm.
- The ability to work under pressure and deliver assignments to internal customers and departmental stakeholders in a complex environment and organise often demanding work assignments to exacting standards of marketing excellence

Desirable selection criteria

- Previous experience of working in the marketing department of an academic institution.
- Formal marketing qualification from the Chartered Institute of Marketing or other accredited marketing body to at least Diploma level.
- Experience working on Marketing Cloud, or other integrated marketing software.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at:

<https://www.jobs.ox.ac.uk/pre-employment-checks>



About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle

world-scale problems. We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom and open programmes, and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice, and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Further information about Saïd Business School is available at www.sbs.oxford.edu

The School holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.

Social Sciences

The School is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.ox.ac.uk/>



How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants). Please upload all documents as PDF files with your name and the document type in the filename.

All applications must be received by midday UK time on the closing date stated in the online advertisement.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

If you need help

Help and support is available from:

<https://hrsystems.admin.ox.ac.uk/recruitment-support>

If you require any further assistance please email HR.recruitment@sbs.ox.ac.uk.

To return to the online application at any stage, please go to: www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. Please check your spam/junk mail if you do not receive this email.



Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at:

<https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>. The University's Policy on Data Protection is available at: <https://compliance.admin.ox.ac.uk/data-protection-policy>.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for all academic posts and some academic-related posts. The University has adopted an EJRA of 30 September before the 69th birthday for all academic and academic-related staff in posts at grade 8 and above. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>

For existing employees, any employment beyond the retirement age is subject to approval through the procedures: <https://hr.admin.ox.ac.uk/the-ejra>

There is no normal or fixed age at which staff in posts at grades 1–7 have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.



Oxford Saïd Exclusive Benefits

Wellbeing initiatives

The Business School runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

Employee Assistance provider

Validium is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

University of Oxford Benefits

Annual leave

38 days (inc. public holidays) Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

Pay increases

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic.

Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 21.4% and Employee contribution is 9.8%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 6%-10%.

NUS Extra discount card

All University staff can purchase a card for £12 for 12 months (£22 for 2 years, £32 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers.

University discounts

Wide range of discounts from external companies using a university card.

University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>.

Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.





**Saïd Business School
University of Oxford
Park End Street**

Oxford, OX1 1HP

United Kingdom

www.sbs.oxford.edu

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford