



Marketing Officer, Executive Degrees

Park End Street, Oxford

Grade 6: £32,332 - £38,205 per annum

Fixed-term contract for one year, full time

Saïd Business School, University of Oxford

SAID BUSINESS SCHOOL UNIVERSITY



The role

The Executive Degree Programmes portfolio is a crucial part of the Said Business School offering. The team is responsible for the marketing, recruitment, admissions and programme delivery of the school's part-time postgraduate degree-level programmes, the [Executive MBA](#), [MSc in Major Programme Management](#), [MSc in Global Healthcare Leadership](#) and [Executive Diplomas](#). Our aim is to provide excellence in executive education which empowers individuals to achieve their personal development goals and deliver outstanding results for their organisations and the wider society.

As a key member of our team, the Marketing Officer will be instrumental in implementing the marketing plans for the Executive Degrees portfolio. This varied and dynamic role involves close collaboration with the Marketing and Recruitment Managers to deliver campaigns and high-profile events to schedule, maximising effectiveness and return on investment.

The role holder will need to be a very quick starter, able to understand and work across digital systems, including our customer relationship management system (Salesforce CRM), email campaign platform (Marketing Cloud), website content management system (Drupal CMS) and Zoom. The post holder should also be able to create and develop copy and content for digital marketing campaigns and evaluate success against key performance indicators.

Working alongside the Recruitment team, this individual will oversee the delivery of global recruitment events to enable the team to hit bi-annual programme recruitment targets.

Responsibilities

- Lead the development and delivery of email communications which fulfil the objectives of the programme marketing plans, including creating and maintaining a comms calendar to ensure the timely delivery of messaging to our audiences, the creation of content and execution of campaigns, with approval by the programme Marketing Manager(s).
- Lead the development and delivery of paid social media campaigns, (primarily LinkedIn and Facebook) to raise awareness of the programme, generate leads and convert prospects against targets.
- Work with industry leaders (Google, LinkedIn etc) to become an internal source of expertise, ensuring best practice from others in the team, and driving constant improvement of lead generation activities across the Executive Degrees portfolio
- Coordinate the Executive Degrees organic social media presence on the School social channels, including planning, content creating and scheduling.
- Manage a wide range of internal and external events within the Executive Degrees team from initial scoping to delivery itself, with responsibility for ensuring continuous improvement in events based on feedback. This will also involve the booking of venues and catering, raising the necessary purchase orders, liaising with external suppliers and Business Development Managers, organising on-site branding and brochure/collateral delivery, and regular reporting on registration numbers.
- Representing the Executive Degrees portfolio at events as needed



- Lead on the publishing and promotion of student blogs.
- Perform marketing research and present the information at monthly meetings, in particular: competitor analysis research and market analysis to identify key contacts in target organisations for the Associate Directors and Business Development Managers to establish corporate relationships.
- Lead on marketing related projects across the Executive Degrees team, coordinating deliverables from recruitment managers, with accountability for the final output.
- Assist with the creation of analytical reports tracking the success of the various marketing campaigns.
- Record and report back on recruitment figures at weekly team meetings to track business development results against target. Prepare and circulate papers, agendas, minutes and draft briefing notes as appropriate.
- Monitor the spend of marketing budgets in partnership with the programme Marketing Manager according to programme allocation.
- Write copy and edit programme details for website, event and prospect communications. Implement marketing campaigns including emails and newsletters from our central database.
- Lead on the training of new and existing staff in various marketing systems, especially those relating to events and travel.
- Support the team with other duties such as research into new advertising and marketing channels and competitor analysis, as required.
- Deputise for the Marketing Managers when required in internal meetings and ensure that the full range of marketing activities of the

team continue without interruptions when Marketing Managers are absent.

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

Selection criteria

Essential selection criteria

- Proven experience of developing, planning, implementing and evaluating effective integrated marketing campaigns utilising all channels
- Knowledge and experience of social media campaigns and implementation
- Experience of writing effective marketing communications for a range of audiences and communications channels
- Experience of events organisation
- Strong communication and presentation skills, with the ability to work to a high degree of accuracy
- Excellent IT skills to include Microsoft Office, content management and CRM software packages
- Excellent interpersonal skills including a primary ability to manage and deliver consensually with internal customers
- 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 to exacting standards of marketing excellence



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.

Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at: <https://www.sbs.ox.ac.uk/about-us/school/sustainability>.

Diversity and Inclusion

The School is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.



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

Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

Wellbeing

Saïd Business School acknowledge the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best

to rectify them and making our line manager aware of aspects that they could support us with. Further information about Saïd Business School is available at www.sbs.oxford.edu.

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.

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 14.5% and Employee contribution is 6.1%.

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.





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Park End Street**

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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.

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