



Marketing Manager, MFE and DPhil Programmes

Park End Street, Oxford

Grade 7: £36,024 - £44,263 per annum

Fixed-term contract up to 12 months, full time

Saïd Business School, University of Oxford

SAID BUSINESS SCHOOL UNIVERSITY



The role

The Corporate Marketing & Communications (CM&C) Team are responsible for building the reputation of the School, developing and implementing tools and processes to support the Programme and Centre marketing activities as well as providing dedicated support on certain Programmes and cross School projects.

The MFE and DPhil Marketing Manager will report into the Head of Customer Marketing and will be responsible for supporting the student recruitment of the MSc Financial Economics (MFE), the DPhil Management Studies and MSc Law and Finance. In addition, they will provide marketing support to the other accredited degree and Executive Education Programme Teams to help them deliver their respective targets.

The MFE and DPhil Marketing Manager will be responsible for working with external suppliers and liaising with internal teams to develop and implement differentiated and integrated marketing plans and campaigns that cut through to meet the stakeholders' respective objectives. They will utilise the entire marketing mix, with particular emphasis on digital marketing, to attract an internationally diverse cohort of high calibre individuals and organisations, raise the School's profile and reputation.

They will contribute to the delivery of the other Programme targets via:

- sharing best practice across key social media recruitment channels such as LinkedIn and Facebook
- creating shared marketing assets for Central, Programme and Centre teams
- supporting on student story content creation and amplification, working with Central, Programmes and Centre Marketing teams
- supporting the collation of data for defining customer segments and user journeys
- competitor and customer sentiment analysis

The right candidate will have proven experience of working in a busy, sometimes pressured environment and ability to work supportively in a matrixed team.

Responsibilities

- Lead on the development of an effective international marketing plan that will generate the required number of high-quality leads and build the profile of the programmes.
- Manage the implementation of the marketing plan with direct accountability for the portfolio marketing budget of approximately £100,000, reporting back on spending to the Programme Directors and the Finance team at agreed intervals.
- Provide regular reports to the respective Programme Directors and Recruitment Managers analysing and measuring the effectiveness of campaigns, drawing upon extensive data, with a view to informing future efforts.
- Liaise with the other Programme Marketing Managers and Marketing Officers to provide best practice guidance on social media and marketing automation campaigns
- Develop an in-depth understanding of the programmes and the motivations of applicants, through market research and by networking and building relationships with existing students and alumni, to feed into future marketing strategies and content creation.
- Take responsibility for the presence of the programmes on the School's website, improving and updating relevant sections on a regular basis, while also maintaining the



profile of the portfolio on third party websites.

- Utilise a range of marketing activities and media, including social media, to generate quality leads for the portfolio of programmes, refining these over time based on analysis and measurement.
- Manage advertising booking and the creative and production process for marketing campaigns, liaising with key stakeholders, external agencies and in-house design staff.
- Work as the primary copywriter for the programmes for the website, regular newsletters, e-campaigns, brochures or adverts, as required, and ensure the correct use of the School and University brands by the recruitment team.
- Take responsibility for leading the collection and analysis of data for the programmes using Salesforce, with a view to segmenting the database and measuring the quantity and quality of leads generated through marketing activity.
- Manage the implementation of GDPR within the teams and ensure continued compliance.
- Monitor and analyse competitor activity and identify trends, using initiative to capitalise on new marketing opportunities and implement best practice processes to streamline the marketing efforts
- Work closely and proactively with other marketing teams across the School, University and Colleges, building relationships to ensure joined-up working, effective use of budget and transparent communications.
- Provide assistance to the team in organising and promoting events, either at the School or abroad, attending events where appropriate, qualifying leads in advance of events and

following up as part of the overall business development strategy.

- Undertake any other duties and responsibilities commensurate with the grade of the post, as required

Selection criteria

Essential selection criteria

- A degree or equivalent, ideally in Business, Marketing, English or communications
- Proven experience of developing, planning, implementing and evaluating effective integrated marketing campaigns utilising all channels, including online marketing
- Experience of managing budgets
- Knowledge of social media and the opportunities it offers
- Experience in direct/database marketing
- Experience of writing effective marketing communications for a range of audiences and communication channels
- A high level of communication skills, both verbal and written
- Excellent IT skills, including Microsoft Office and CRM systems
- An effective Team Player with project management and leadership abilities and the confidence to liaise with Internal and External Stakeholders at different levels of seniority
- Good organizational and time management skills and the ability to work to deadlines and on own initiative



Desirable selection criteria

- Formal marketing qualification from the Chartered Institute of Marketing or other accredited marketing body to at least Diploma level.
- Experience of working closely with sales or recruitment teams to achieve target numbers

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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