

**Senior Marketing Officer (Full-time 37.5 hours per week)
Maternity cover, 10-month contract**

About IfM Engage

IfM Engage Ltd is a limited company wholly owned by the University of Cambridge. Our mission is to manufacture a better world by helping individuals and organisations enhance their capabilities and contribute towards the future of manufacturing.

IfM Engage earns its revenue by partnering with organisations across industry, government and academia to support them in solving complex challenges, using approaches and knowledge developed at the Institute for Manufacturing (IfM), a part of the University of Cambridge's Department of Engineering. We donate our operating surplus to the University of Cambridge to support future research.

IfM Engage collaborates and is a trusted partner with multinational corporations worldwide, hundreds of small and medium-sized enterprises, and early-stage ventures. We also work with national and regional governments to support them in creating suitable conditions for successfully commercialising science and technology. Our operation brings together our ~40 employees, academics from the Department and wider University and a team of external Associates united around the IfM vision of 'Manufacturing a Better World'

In recognition of its strong and positive work culture, IfM Engage was awarded the Investors in People (IIP) accreditation in 2024.

About the role

The Senior Marketing Officer will work as part of the Marketing and Communications team to:

- **Generate opportunities for IfM Engage** consultancy, executive and professional development, industry networks and memberships
- **Build the reputation of IfM and IfM Engage** by developing and delivering marketing plans
- **Provide specialist marketing and communications advice** to IfM and IfM Engage stakeholders

Role Summary

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

- Work with the Marketing Manager and key stakeholders to develop and implement integrated marketing plans for the main offerings spanning consultancy, executive and professional development and industry networks and memberships to support business development, using a wide range of marketing channels.
- Measure and report on the success of campaigns.
- Budgetary responsibility for allocated campaigns and events.
- Lead on the delivery of lead generation events, including webinars and conferences
- Use the CRM and email marketing system to communicate effectively with new and existing customers.
- Produce high-quality content including web content, printed marketing collateral, newsletters and videos.
- Use social media channels to increase the visibility of content and raise awareness of IfM Engage services.
- Identifying and suggesting ideas for improvement in marketing.
- Uphold the IfM and IfM Engage brands through maintenance and improvement of templates and key branded materials.
- Deputising for the Marketing Manager as appropriate.

Reporting and Support

This role:

- Reports to the Marketing Manager
- Works with the Communications Manager and Communications Officer and in collaboration with the Events team.

The Senior Marketing Officer will be employed by IfM Engage, based in the Institute for Manufacturing, Alan Reece Building, Charles Babbage Road, Cambridge.

Knowledge, skills and attributes

The Senior Marketing Officer will require the following knowledge, skills, and attributes:

Essential:

- Proven experience (minimum 3-5 years) in a marketing role.
- Developing, delivering and evaluating high-profile integrated marketing or communications campaigns.
- Ability to develop a broad understanding of client needs and how they can be served by a range of potential solutions and services.
- Relationship development – the ability to develop good working relationships with colleagues inside and outside of the organisation.
- Experience in organising and running webinars and/or events
- Planning and research skills to develop marketing and communications plans that will get the right messages to the right customers.
- Excellent written and verbal communication skills and experience in developing a range of engaging content for multi-media channels.
- Experience in using a variety of methods to plan, develop and evaluate communications and marketing activity, and ability to report impact and use evaluation for continuous improvement.
- Ability to work flexibly and manage competing priorities, experience in project management and ability to work proactively using own initiative and drive.
- Good knowledge of digital marketing including a fundamental knowledge of SEO techniques and email marketing.
- Excellent attention to detail and proof-reading skills
- Proactive approach.
- Budget management.

Desirable

- Design skills
- Experience in creating digital content such as videos or podcasts.
- CIM or other marketing qualification.
- Experience of B2B marketing.

	Aims	Activities and Outputs	Time
1.	Marketing planning and tactics	<ul style="list-style-type: none"> • Work with the Marketing Manager and key stakeholders to implement the marketing strategy for IfM Engage. • Develop marketing plans for consultancy offerings and executive and professional development that gets the right messages to the right customers in order to raise awareness and generate leads. • Maintain a good awareness and understanding of activities being carried out across the IfM and IfM Engage. • Provide specialist marketing advice to IfM and IfM Engage stakeholders. 	15%
2.	Develop email campaigns and manage IfM database	<ul style="list-style-type: none"> • Analyse, develop and maintain customer database to add new prospects and cross-sell to existing customers. • Ensure that marketing and communications activities are reaching as many prospects as possible while maintaining awareness/relationships with existing customers. • Manage and carry out data cleaning processes using the CRM/Marketing Automation System. • Look for opportunities to build the number of contacts we are able to communicate with, investigating and recommending new channels. 	15%
3.	Implement lead-generation marketing campaigns	<ul style="list-style-type: none"> • Lead and carry out marketing campaigns that will raise awareness of IfM Engage and generate leads. • Budget management for selected campaigns and events. • Coordinate lead generation-focused events, including webinars and conferences, working with teams from across the IfM and Engage • Look for opportunities to arrange for IfM academics and IfM Engage associates to speak at events and conferences • Use digital marketing channels (including paid) to promote content. • Track prospects and measure success of marketing campaigns. 	30%
4.	Creating content	<ul style="list-style-type: none"> • Create printed and digital marketing collateral where appropriate for key areas across consultancy and EPD offerings. • Write case studies and developing offering-related podcast/video output where appropriate. • Curate the monthly IfM Insights newsletter, pulling together content that engages and identifies warm prospects in the database. 	15%
5.	Contribute to reports	<ul style="list-style-type: none"> • Contribute metrics towards the IfM Engage quarterly Board Reports, highlighting the success of marketing activities. • Measure and report on the impact of campaigns and digital channels. 	10%

		<ul style="list-style-type: none"> Report on the number of leads coming into the business and conversion rates. 	
6.	Website support	<ul style="list-style-type: none"> Maintain and update the IfM Engage website to ensure it is in line with IfM Engage business plan priorities. Provide training and support to IfM and IfM Engage website users. 	5%
7.	Support IfM Engage Associates	<ul style="list-style-type: none"> Provide marketing support/guidance to Industrial Fellows, e.g. helping them exploit social media. 	5%
8.	General support	<ul style="list-style-type: none"> Implement IfM Engage GDPR best practices. Ensure stock of promotional literature is accurate and fits with planned activity. 	5%

This is a fixed-term role, covering a period of maternity leave and is full-time, however, we are open to conversations around flexible working and operate an 'office first' hybrid working policy (60% of working time minimum in the office pro rata).

The salary band for this role is £41,000-£43,000 per annum, FTE plus a generous benefits package, including healthcare. We encourage applications from all sections of society.

At IfM Engage, we are committed to being transparent about how we collect and use your data and ensure that we meet our data protection obligations. For a more detailed view of the information, we collect and how we process it please check out our Privacy Notice for Job Applicants [here](#).

To apply for this role, please send a CV and covering letter to Alison Martin at ifmengage@eng.cam.ac.uk by 17.00 on 3 June 2024.

Applicants for this role must have the right to work in the UK