



## CUBO is the professional association for senior managers of university commercial and campus services.

We have around 300 members working at some 95 higher education institutions in the UK and Ireland. Our small home-based team operates virtually through regular calls, skype meetings and at least four face-to-face meetings per year.

We are a dynamic association led by an outstanding Board with an ambitious strategy and exciting plans for 2019. There is more information about CUBO and its activities on [www.cubo.org.uk](http://www.cubo.org.uk)

### **MAREKTING MANAGER, 0.5, HOME BASED**

This role will suit an experienced, energetic and creative marketer with superb organisational skills who likes variety and can deal with detail and pressure, especially around conference time. You will plan, monitor and manage marketing and events in association with the Chief Executive Officer to achieve our membership, partnership and event objectives by meeting identified needs. You'll be working remotely but very much part of a friendly team looking after a unique professional association in the university sector. You'll need to embrace digital solutions – we use association and project management software – and be empathetic, service-oriented with a positive and professional attitude.

<b>Job title:</b>	Marketing Manager 0.5
<b>Salary:</b>	£42,000 p.a. (pro rata'd £21,000) + benefits
<b>Contract:</b>	Fixed term to 31 December 2020 Part time 18.5 hours per week
<b>Location:</b>	Home based
<b>Line manager:</b>	CEO
<b>Immediate line reports:</b>	Administrator
<b>Closing date for applications:</b>	25 January 2019
<b>Anticipated start date:</b>	As soon as possible

### **Job Purpose**

Plan, monitor and manage CUBO marketing and events in association with the Chief Executive Officer to achieve the target member engagement, event outcomes (financial, attendance, satisfaction levels) and partnerships by meeting identified needs.

## Promoting excellent student and campus experiences

### Main Responsibilities

- Plan and manage marketing activity and budgets to deliver targets agreed with the Chief Executive Officer and Board.
- Manage campaigns and activities from briefing through data management, copy, artwork, approvals, production, implementation and evaluation.
- Line-manage a shared direct report providing administrative & digital support across marketing and events.
- Manage external designers, programmers and content writers
- Oversee event implementation by the event management company, host universities, training partner and CUBO team
- Manage the annual CUBO and RA Awards
- Manage corporate partnerships and delivery of partner benefits
- Analyse activity results to better direct activity and tailor the marketing mix.
- Attend events and meetings as needed.
- Ensure Board and colleagues are fully briefed to support marketing initiatives.
- Ensure appropriate sign offs and compliance.
- Ensure orderly marketing administration and optimal use of systems and technology.
- Liaise with the Operations Manager to ensure financial management of customers and suppliers

### Experience

- Substantial marketing management across classic and new media
- Highly competent in database/CRM/digital marketing
- Website development and management
- Brand management
- Business development including exhibition and sponsorship sales
- Event marketing including management of a national Awards campaign
- Commercial and public sector experience, preferably higher education

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### Skills & Knowledge

- Articulate, with excellent all-round communication skills
- Excellent organisational and administrative ability
- Advanced MS Office (Word, Excel, PowerPoint, Outlook)
- Good database/CRM understanding
- Aptitude and enthusiasm for new technology
- Knowledge of HTML, Indesign, CMS and web analytics
- Team player
- Highly motivated self-starter
- Able to set priorities and work to objectives with minimal supervision.
- Analytical and results driven
- Excellent eye for detail
- Strong persuasive and interpersonal skills
- Ability to project-manage from conception to delivery
- Ability to clearly brief and delegate to others
- Empathetic with target audiences
- Service– and sales-oriented
- Judgment and problem-solving skills
- Graduate calibre
- Interest in developing new skills

### **To apply:**

Send your CV and 300 words explaining why you are interested in and would suit the role to:

Jan Capper, CEO, [jan.capper@cubo.org.uk](mailto:jan.capper@cubo.org.uk).