

Communications and Marketing Manager

Closing date for Applications:	9 August 2020
Interviews:	September 2020
Start Date:	As soon as possible
Location:	Cambridge, UK
Salary:	Approx. £40,000
Other benefits:	individual training budget; flexible working; group personal pension; and income protection insurance

About the job

We are seeking a Communications and Marketing Manager to increase the reach and visibility of Cambridge Econometrics' work through effective marketing, communications and PR across its global markets.

[Cambridge Econometrics](#) (CE) is a leading independent economic consultancy. Our analysis and insights are used by clients around the world to inform policy decisions about pressing challenges to society. The CE Group employs 50 people at our companies in Cambridge, Brussels and Budapest. We provide economic and policy research in areas that we are interested in and that make a difference to people and the natural environment; the Financial Times lists us as a [top Management Consultancy](#).

We are looking for a Communications and Marketing professional to fill a new post working alongside our Head of Marketing at the Group headquarters in Cambridge. You will help to develop and implement the company's marketing strategy, using both online and offline tactics to build awareness of the company's value proposition and help achieve our ambitions for growth.

This is an opportunity to put your creative skills to use in an environment which values new ideas and approaches. It is a role that relies on a positive, creative approach and good organisational skills. The ideal candidate will be someone with excellent digital marketing skills who can manage our busy monthly schedule and work across multiple, varied projects within the organisation.

Your responsibilities will include:

- supporting the Head of Marketing to develop and implement the company's marketing strategy
- initiating and managing lead generation campaigns
- adding content to the company website (blogs, news and case studies) and recommending improvements to it
- managing social media platforms
- working with our economists, clients and collaborators to develop effective report launch campaigns, including some PR
- building and maintaining relationships with journalists that will help advance our work and reputation
- managing supplier relationships
- commissioning engaging online content, including video and infographics
- keeping the company as a whole informed of marketing activities

Person specification

We are looking for people who have:

- qualification at degree level or equivalent in marketing (or another relevant field)
- a successful track record of at least five years of working in a communications / marketing role
- highly skilled at writing and editing
- demonstrable experience of
 - distilling complex information into understandable, persuasive communications for a range of audiences
 - creating content and running and evaluating campaigns for social media
 - using website content management systems
- an organised approach to your work
- a creative outlook

These skills and experiences would also be desirable:

- qualification from the Chartered Institute of Marketing
- Google Analytics
- experience in public relations
- designing infographics
- email marketing

Candidates will be required to have the right to work in the UK by the start of their employment.

For more details see our website <https://www.camecon.com/who/vacancies/>.

To apply, download our application form ([Word](#) or [PDF](#)), complete it, and follow the instructions on how to submit it.

Working at Cambridge Econometrics

Cambridge Econometrics is a world-leading provider of real-world, evidence-based economic analysis for policy assessment. As the trading arm of a charitable trust, we're driven by a desire to make a difference, not just a profit. We do work that we are interested in and can feel proud of.

Our reputation is based on delivering penetrating insight, so we recruit and develop people with an ability to digest, interpret and summarise key messages.

Cambridge Econometrics is accredited as an Investors in People organisation at the Silver award level. In all parts of the organisation we like to stretch and challenge our staff, so they continue to learn, and develop their skills and experience. In return, we offer a friendly, supportive and inclusive environment, and a strong commitment to high-quality training and development from day one. Benefits include: individual training budget; flexible working; group personal pension; and income protection insurance.

We are committed to promoting a diverse workforce and we welcome applications from under-represented communities and groups. A copy of our Equal Opportunities Policy is available on request.