



JOB DESCRIPTION

DIGITAL MARKETING MANAGER

Start Date: ASAP

Duration: 1-year, possible option to extend

Level of effort: Full-time

Location: Global

About the Role

Are you passionate about storytelling and communication, and looking to have an impact on creating a more sustainable and equitable world? Do you have a vision for ways to bring together different communication channels to amplify and promote the change you want to see? Do you want to support cutting-edge innovators around the globe to develop solutions that help grow innovation, accountability and sustainability in the financial sector?

The Cambridge SupTech Lab at the Cambridge Centre for Alternative Finance (CCAF), University of Cambridge Judge Business School, is looking for a talented communications and marketing professional.

The Marketing Manager will develop and execute influence strategies that can reach target stakeholders in the tech, financial, and international development ecosystems, from public agencies in charge of financial sector supervision to startups, investors, banks, and funders. They will have excellent capacity to develop the Lab's online presence, creating and sharing content strategically across multiple channels.

About the Cambridge SupTech Lab

As a new initiative of the Cambridge Centre for Alternative Finance ([CCAF](https://www.cambridgesuptechlab.org)) at the University of Cambridge Judge Business School (JBS), the Cambridge SupTech Lab aims to accelerate the creation and adoption of supervisory technology (SupTech) to enable effective digital supervision and regulation for greater protection of consumers and more scalable, sustainable, and responsible delivery of financial services. More info at www.cambridgesuptechlab.org.

Role Responsibilities

- Plan digital marketing campaigns, including web, SEO/SEM, email, social media.
- Develop and maintain the Lab's web and social media presence across all digital channels.
- Coordinate with colleagues for publication of the Lab's content on the University of Cambridge, Cambridge Judge Business School, and Cambridge Centre for Alternative Finance digital channels.
- Coordinate with colleagues from our partner organizations for cross publication on their digital channels.
- Measure and report on the performance of all digital marketing activities.
- Regularly produce creative digital content that draws on insights from across projects.
- Own, manage and update the Lab's marketing calendar, actively managing the outputs production.
- Work with designer + digital marketing teams to enhance content with relevant graphics, imagery for website and social media (including the CCAF Regulatory Knowledge Exchange).
- Work with design team to visualize data and insights for comms.
- Ideate on creative outputs for project deliverables beyond traditional reports to reach more people.
- Plan and implement online webinars, panels, podcasts, etc.
- Curate the Cambridge SupTech Lab brand identity (in harmony with CCAF and JBS guidelines).
- Develop and implement branding awareness strategy.

Required Skillset

- Proven working experience in digital marketing.
- An excellent ability to create and manage content, for website, e-newsletters, social media.
- A demonstrated ability to plan creative campaigns to engage audiences.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, and social media.
- Highly creative with experience in identifying/mapping target audiences and devising digital campaigns that engage, inform and motivate.
- Experience in optimizing landing pages and user funnels.

- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Inspired to dominate cookie-pools in the intersection of tech, finance, and international economics.
- Working knowledge of WordPress.
- Strong communication skills to work effectively with a distributed team across several countries.
- A good eye for visual branding and graphic representation.
- Self-starter and team player with lots of energy to juggle multiple responsibilities.
- Strong organizational and management skills, excellent punctuality, attention to detail and professionalism.
- Experience with the finance or technology worlds is preferred.
- Fluency in English required, and Spanish preferred. Any other local language will be an advantage

Desirable:

- BS/MS degree in marketing or a related field.

Soft Skills

Applicants need to succeed in technical skills, but also need to build a strong portfolio of soft skills to achieve long-term success at Cambridge SupTech Lab:

- Emotional intelligence, communication & empathy – How is your ability to collaborate effectively with others and work in teams, build relationships, share ideas, and manage conflict?
- Creativity & problem-solving skills – Are you an analytical and critical thinker? Can you find creative solutions to problems?
- Adaptability & flexibility – Our working environment and culture requires you to be agile and adaptable to succeed in this role. Are these your qualities?

Application process:

Please apply through LinkedIn or send your **CV and a covering letter** explaining your suitability for the role to suptech-lab-jobs@jbs.cam.ac.uk mentioning **“Digital Marketing Manager”** in the subject.