

**JOB TITLE:           PRODUCT MANAGER**

**REPORTS TO:       DIRECTOR OF MARKETING**

#### Background

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JBS Executive Education Ltd (JBSEEL) is a limited company wholly owned by the University of Cambridge and based in Cambridge Judge Business School (CJBS).

Our commercial activities include a calendar of scheduled programmes and executive learning open to anyone at the requisite level in their career (Open Programmes), and a comprehensive suite of bespoke programmes designed to address the specific learning and strategic needs of organisational clients (Custom Programmes). Across our entire portfolio we offer an exciting mix of immersive and innovative face-to-face, live online, and digital learning experiences. Executive Education is also home to The Psychometrics Centre, a multidisciplinary research institution specialising in all forms of psychological assessment.

Our academically rigorous programmes are led and delivered by Cambridge Judge Business School's world-leading faculty at the University of Cambridge. Our content stems from their latest cutting-edge research, and we draw upon the strengths and resources of the wider University of Cambridge and the Cambridge ecosystem including senior industry practitioners and specialists who bring theory to life with lived examples and case studies. Our programmes make a lasting impact on our clients and deliver transformative learning experiences enabling them to make a real difference upon returning to their role, across all layers of their organisation.

Executive Education at Cambridge continues to innovate and grow across some of the Business School's most important and meaningful areas of research, including environmental, social and governance (ESG), strategy, leadership, and competitiveness, and alternative finance.

JBSEEL is a growing team of approximately 85 members of staff, including 7 colleagues who make up our highly motivated and well-respected Marketing Team. The team has a flat, informal structure where ideas are encouraged, explored, and implemented. Our growth, success, and plans for future innovation mean that we are now looking to appoint a dedicated Product Manager to support our strategic priorities and ambitions in an increasingly competitive and disrupted market.

Each member of our diverse and competent workforce has a purpose, contributing to our organisational development, and supporting our clients, people, culture, and growth. Together, we **change leaders who change the world.**

We pride ourselves on our values, which are:

- We embody **world-leading excellence**
- We have and encourage a **growth mindset**
- We make others **great**, always
- We are positive and **solution-oriented**
- We are better **together**

To find out more, visit our CJBS Executive Education webpages: [www.jbs.cam.ac.uk/execed](http://www.jbs.cam.ac.uk/execed).

The role

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As Product Manager, you will **change leaders who change the world by** overseeing the development, management, and optimisation of our Executive Education portfolio. The role focuses on creating world-class programmes tailored to the needs of business leaders, executives, and organisations worldwide in digital, hybrid and in-person formats. The development of all programmes must be consistent with and driven by CJBS reputation for academic excellence and innovation.

### **Main responsibilities**

#### Product development and portfolio management

- Define clear programme specifications based on market insights, ensuring content aligns with industry needs and executive challenges. Provide Learning Designers with structured guidance on learning outcomes, format, and delivery methods while collaborating with faculty, fellows and industry experts to integrate relevant expertise, case studies, and best practices for a compelling and impactful learning experience.
- Identify key executive segments, their skill gaps, and learning needs through surveys and interviews.
- Track emerging leadership, business, and technology trends to ensure programme relevance.
- Analyse competitor offerings to identify market gaps and differentiation opportunities for new product development.
- Analyse industry reports to highlight in-demand executive skills and emerging business needs to inform product development.
- Engage with corporate clients and past participants to tailor programmes to real business needs.
- Manage the lifecycle of existing programmes, ensuring they remain relevant and aligned with market trends.
- Monitor advancements in learning technologies and instructional design best practices.
- Ensure programme compliance with relevant accreditation and certification requirements.

#### Programme strategy and innovation

- Lead the development of new programme formats, including digital, hybrid, and face to face delivery methods.
- Incorporate the latest teaching methodologies and technology to enhance the participant experience.
- Ensure all programmes reflect JBSEEL's commitment to B Corp, Diversity, and Inclusion.

### Financial and performance management

- Provide insight and data to inform business unit heads with the setting of revenue, enrolment, and satisfaction targets for each programme.
- Monitor programme development budgets, ensuring profitability and cost efficiency.
- Use data-driven insights to evaluate programme performance and drive continuous improvements working with Learning Designers.

### Client relationship management

- Build and maintain strong relationships with key corporate clients, Custom/Open Directors' and faculty.
- Act as a trusted advisor, understanding client needs and recommending tailored executive education solutions to drive new business development opportunities.

### Stakeholder management

- Work closely with CJBS Faculty and academics/fellows from across the University of Cambridge and wider eco system to translate academic research into practical, impactful learning experiences.
- Liaise with corporate clients to design customised solutions addressing organisational challenges.
- Partner with marketing, business development, and operational teams to ensure successful programme delivery and participant satisfaction.

### Additionally

- Contribute effectively to JBSEEL values and team activities.
- Participate in and contribute to special projects where relevant.

### The person

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The ideal candidate should have the following qualities, skills, and attributes. You are asked to provide a covering letter demonstrating how your own experience meets these requirements.

- Graduate level or equivalent.
- Significant experience in product development/management and sales enablement; ideally 5+ years.
- Knowledge of UK higher education and corporate learning sectors is desirable, particularly knowledge of university-led executive education programmes.
- Understanding of key markets and trends with an enthusiasm for innovation and new technology, ideally in the executive education sector.
- Proven and demonstrable ability to work with corporate and academic stakeholders.
- Strong leadership and ownership skills, driven and approachable with a collaborative and proactive approach of working with sales.
- Excellent communicator and influencer with sound commercial judgement, financial management expertise and creative flair. Able to challenge the status quo by influencing diverse stakeholder whilst remaining focused on delivering results.

- Exceptional planning and organisation skills and the ability balance multiple conflicting priorities
- Strong strategic thinking and problem-solving abilities.
- Capable of working to financial targets and commercially astute with track record of delivery of numbers based on forecasting and budget requirements.
- Excellent Commercial acumen with an innate ability to align market trends, sales, and learning design to business objectives.
- Proficiency in using data analytics to inform decision-making.
- Passion for lifelong learning and leadership development.
- Highly articulate with effective verbal and written communication skills to influence a range of senior internal and external stakeholders.
- Be self-motivated, confident and articulate.
- Enjoys working as part of a team.

## Benefits

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This is a full-time position working 40 hours per week. There will be a six-month probationary period.

This is a hybrid role, with a current company-wide requirement of a **minimum** of two working days from our office in Cambridge. However, we understand the importance of flexibility in managing work-life balance; our structure includes flexible working hours to accommodate individual needs and preferences.

Holiday entitlement is 33 days per annum plus 8 days of public holidays.

The salary will be in the range of £55,000-£65,000 per annum. The full salary range for the position is advertised in order to demonstrate the progression for the band. In the majority of cases appointments will be made at the bottom of band; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, JBS Executive Education Ltd is a great place to work. Although we are a separate entity, we are wholly owned by the University of Cambridge and mirror their wide range of competitive benefits and services, along with some additional extras. We give access to numerous discounts on shopping, health care, financial services and public transport. We also offer a generous workplace pension and a tax-efficient bicycle scheme. As well as this, our teams benefit from extensive opportunities for training and development, as well as access to a range of social and family-friendly activities within and outside of JBS Executive Education Ltd.

Further details can be found at [www.admin.cam.ac.uk/offices/hr/staff/benefits](http://www.admin.cam.ac.uk/offices/hr/staff/benefits). There is also a range of information about living and working in Cambridge at [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk).

## Application arrangements

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If you embody **world-leading excellence**, have and encourage a **growth mindset**, make others **great** always, are positive and **solution-oriented**, believe we are better **together**, and would like to join our

team to contribute to our mission of **changing leaders who change the world**, we would love to hear from you!

To apply for this role, please email your CV and a covering letter to Neil Telfer at [neil@telferpartners.com](mailto:neil@telferpartners.com).

**The closing date for applications is midnight on Monday 14 April 2025.**

#### Equality of opportunity at the University

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The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

#### Information if you have a disability

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The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, Elle McGregor, HR Advisor, who is responsible for recruitment to this position, by email at [e.mcgregor@jbs.cam.ac.uk](mailto:e.mcgregor@jbs.cam.ac.uk). Alternatively, applicants can contact the CJBS HR Team at [hr@jbs.cam.ac.uk](mailto:hr@jbs.cam.ac.uk).