

# Cambridge Judge Business School Executive Education

Product Manager  
Marketing Team

Closing date: Monday 14 April 2025

[www.jbs.cam.ac.uk/executive-education](http://www.jbs.cam.ac.uk/executive-education)

JUDGE BUSINESS SCHOOL



UNIVERSITY OF  
CAMBRIDGE  
Judge Business School

Executive Education

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# Executive Education at Cambridge Judge Business School

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. In addition to this, as of March 2024 we are proud to be a certified BCorp, showcasing our commitment to meet high standards of social and environmental performance, transparency, and accountability. Through our products, practices, and profits, we aspire to do no harm and benefit all. These commitments are aimed towards not just our clients and participants but also our staff, our wider community and the planet. Furthermore, the Cambridge Judge Business School are proud recipients of the Athena Swan Bronze Award, to recognise its commitment to gender equality.

We are a growing team of approximately 90 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.**

# Product Manager Marketing Team

**As a Product Manager, you will change leaders who change the world by overseeing the development, management, and optimisation of our Executive Education portfolio.**

## **Job Overview:**

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 include:**

- Product development and portfolio management
- Programme strategy and innovation
- Financial and performance management
- Client relationship management
- Stakeholder management
- Any other appropriate duties relevant to the role

**We welcome applications up until midnight on Monday 14 April 2025.**

**Start date:**  
ASAP

**Salary:**  
£55,000-£65,000

**Contract:**  
Permanent

**Working pattern:**  
Full-time

**Location:**  
Hybrid:  
Trumpington Street,  
Cambridge | Remote

**Department:**  
Marketing

**Reports to:**  
Chris Davies |  
Director of Marketing

# Key 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 design best practices.

## 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.

# Key Responsibilities

## Client relationship management

- Build and maintain strong relationships with key corporate clients, Custom/Open Director's 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.

# Person Specification

## Education and qualifications:

- Graduate level or equivalent qualification/experience.

## Relevant experience:

- Significant experience in product development/management and sales enablement, ideally 5+ years.
- Proven and demonstrable ability to work with corporate and academic stakeholders.
- Capable of working to financial targets and commercially astute, with track record of delivery of numbers based on forecasting and budget requirements.
- Experience of working collaboratively with sales teams.
- Experience influencing diverse stakeholders and delivering results in a complex environment.

## Specialist knowledge and skills:

- Knowledge of UK higher education and corporate learning sectors, 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.
- Strong strategic thinking and problem-solving abilities.
- 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.
- Sound commercial judgement, financial management expertise and creative flair.
- Exceptional planning and organization skills and the ability to balance multiple conflicting priorities.

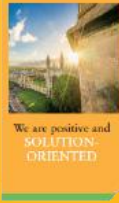
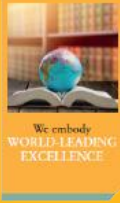
## Interpersonal and communication skills:

- Strong leadership and ownership skills; driven and approachable with a collaborative and proactive approach.
- Excellent communicator and influencer, able to challenge the status quo while delivering results.
- Highly articulate with effective verbal and written communication skills to influence a range of senior internal and external stakeholders.
- Self-motivated, confident and articulate.
- Enjoys working as part of a team.

## Additional requirements:

- The ability to demonstrate JBEEL's values of: embodying world-leading excellence, having and encouraging a growth mindset, making others great, always, being positive and solution-oriented, and being better together.
- A flexible approach to work, willing to 'go the extra mile' as necessary in order to ensure that clients' and stakeholders' needs are met within the scope of the project.

# Our Values



## Our Values

We embody **WORLD-LEADING EXCELLENCE**.

## Our behaviours

- We challenge ourselves to be the best in Executive Education.
- We benchmark against the best in the world to reflect best practice and continual improvement in everything we do.
- We are constantly exploring and implementing new ideas, opportunities and efficiencies.

We have and encourage a **GROWTH MINDSET**.

- We lead change to grow at pace.
- We embrace innovation that brings personal, professional and financial growth.
- We have the courage to experiment and think big.

We make others **GREAT**, always.

- We actively celebrate the success of others as a collective achievement.
- We challenge each other because we want everyone to reach their true potential.
- We empower and support each other to achieve greatness.

We are positive and **SOLUTION-ORIENTED**.

- We reframe challenges through a positive mindset.
- We challenge each other to be constructive and propose solutions.
- To be our best professional selves, we each need to prioritise and nurture our wellbeing and boundaries.

We are better **TOGETHER**.

- We recognise and value every colleague's role in achieving success for us, our business, clients, and faculty, and focus on outputs that contribute to this.
- We understand and believe in JBSEEL's strategy and values, recognising and being accountable for our role in achieving them.
- We are reliable and trusted partners to all stakeholders, delivering our agreed outputs on time.



# The University and Living in Cambridge

**The University of Cambridge** is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.

Our sustained pursuit of academic excellence is built on a long history of world-leading teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people.

The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support.

## Living in Cambridge

Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.

## Relocation Support

We recognise the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to join our team. For further information, please visit:

<https://www.accommodation.cam.ac.uk/RelocationService/>.

For staff who require a Skilled Worker Visa, Global Talent Visa or Settlement (known as indefinite leave to remain) to take up employment with the University, we offer an interest free **visa loan scheme** for current and prospective staff (and their dependents), to help with meeting the cost of obtaining a visa.

**Our mission** is to contribute to society through the pursuit of education, learning and research at the highest international excellence.

## Our core values are:

- Freedom of thought and expression; *and*
- Freedom from discrimination

## Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge.

The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets.

For further information and to register with this free service please visit:

<https://www.accommodation.cam.ac.uk>.

# Benefits

**We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.**

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.

## Key benefits include:

- A generous **annual leave** allowance of 33 days plus bank holidays (pro-rata for part-time staff and those joining or leaving the company within the year).
- Enhanced **family and other leave**, which includes: maternity leave of 26 weeks at full pay, paternity leave of 12 weeks at full pay, neonatal care leave of up to 12 weeks at full pay, up to 5 days per year of emergency leave, discretionary compassionate leave, 1 day of volunteering leave and up to 1 hour every 3 months to donate blood.
- Yearly **pay reviews**, mirroring the University of Cambridge's annual cost of living increase, as well as performance-related pay and two bonus schemes (general staff and sales).
- An attractive **pension scheme**, which for most staff is the USS pension scheme with a total contribution of 20.6%.
- The **CJBS Food Club App**, allowing all employees 1 free hot drink from our subsidised café per day.
- Regular **social activities**, including yearly Summer parties and Christmas lunches, as well as other activities throughout the year such as celebrations of the Chinese New Year, Halloween, Thanksgiving, sports activities, wreath making, tours of Cambridge and more.
- Various forms of **personal and professional development**, including a £500 per person per year individual training budget, as well as opportunity to present business cases for higher cost training, a mentoring scheme, places on our Open Programmes, opportunity to participate in Executive Coaching and our internal academies, access to Blinkist, LinkedIn Learning, and a Learning and Development team.

## CAMBENS employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens, which we are able to access. CAMbens offers something for everyone across a range of categories, including:

- **Financial Benefits**, including discounts and vouchers at hundreds of retailers, a TOTUM card, Costco membership and a Payroll Giving scheme;
- **Travel Benefits**, including a Cycle to Work scheme, Dr Bike repair sessions, discounts on bus and train tickets and interest-free Travel to Work loans;
- **Family Friendly and Lifestyle Benefits**, including support with childcare in the form of workplace nurseries and playschemes, family friendly policies, and access to the Botanic Gardens, Museums, Colleges and a variety of other activities across Cambridge;
- **Health and Wellbeing Benefits**, including a University Staff Counselling Service, Occupational Health service, discounts at the University Sports Centre and other local gyms, and healthcare scheme

# Terms of Appointment

**Tenure and probation:**

This is a permanent appointment. Appointments will be subject to satisfactory completion of a nine-month probationary period.

**Hours of work and working pattern:**

The hours of work for the position are full-time, 40 hours per week. The successful applicant must be willing to work such additional hours as are necessary for the proper performance of their duties.

We recognise the benefits to flexible working, including supporting caring responsibilities and a work-life balance. We do not have set start/finish times, but do ask that employees discuss their ideal working pattern with their line manager to ensure alignment with expectations and needs of the business.

**Pension:**

The majority of employees will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a defined benefits pension scheme.

For further information please visit: <https://www.pensions.admin.cam.ac.uk/>.

**Annual leave:**

Full-time employees are entitled to annual paid leave of 33 days per annum plus 8 days of public holidays. For new and part-time employees, annual leave will be pro-rata based on days worked.

**Pre-employment checks****Right to work in the UK:**

We have a legal responsibility to ensure that you have the right to work within the UK before you can start working for us. If you do not have the right to work within the UK already, any offer of employment we make to you will be conditional upon you gaining it.

**References:**

Offers of appointment will be subject to the receipt of satisfactory references.

**Health Declaration:**

Once an offer of employment has been made, the successful candidate will be required to complete a work health declaration form.

# Equality of Opportunity at the University

## Equality and Diversity

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society.

All appointments are made on the basis of merit. 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. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, the Disabled Staff Network, the Race Equality Network and LGBT+ Staff Network. More details are available here: <https://www.equality.admin.cam.ac.uk/>.

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena Swan award recognises and celebrates good practice in recruiting, retaining and promoting women.

## Information if you have a disability

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

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, within your application. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact **Elle McGregor, HR Advisor**, who is responsible for recruitment to this position via: [e.mcgregor@jbs.cam.ac.uk](mailto:e.mcgregor@jbs.cam.ac.uk).

# How to apply

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!

Applications should be submitted in the form of a CV and cover letter detailing how your skills and experience match those listed in the person specification. Please email these directly to our recruitment partner for this role, Neil Telfer at Telfer Partners: [neil@telferpartners.com](mailto:neil@telferpartners.com).

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying or at interview if your application is successful.

If you have any queries whatsoever regarding the application process, please contact Neil or Elle McGregor, HR Advisor: [e.mcgregor@jbs.cam.ac.uk](mailto:e.mcgregor@jbs.cam.ac.uk).

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

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

**We look forward to hearing from you!**