Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with the application. It also includes details of the application and selection process.

1. Role details

<table>
<thead>
<tr>
<th>Vacancy reference:</th>
<th>11958</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Digital Communications Officer (Technical)</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Kate Dungate, Head of Digital Communications</td>
</tr>
<tr>
<td>Salary:</td>
<td>£27,025 - £32,236</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>OU Students Association Support Staff (akin to OU Support Staff)</td>
</tr>
<tr>
<td>Grade:</td>
<td>Grade 6</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>37 hours per week, plus some occasional evenings and weekends in line with the nature of the role</td>
</tr>
<tr>
<td>Location:</td>
<td>OU Students Association Office, OU Walton Hall Campus, Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>9am Monday 18 February 2019</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU Students Association Application Form (no CVs or OU forms)</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>2</td>
</tr>
<tr>
<td>Recruitment contact:</td>
<td>Kate Dungate, Head of Digital Communications</td>
</tr>
<tr>
<td>Interview date:</td>
<td>Tuesday 26th February 2019</td>
</tr>
</tbody>
</table>
2. The Open University Students Association

The Open University Students Association was established by the Open University’s Royal Charter. Our current membership is around 175,000 students spread across the UK, continental Europe and beyond. The overwhelming majority of our students study part time and at a distance. Our student body is among the most diverse in the UK Higher Education sector, with for example the largest single community of disabled students in Europe. Our mission is ‘to be the voice of and community for all OU Students’. We are a Student Union, under the definition of the Education 1994, and a charity registered with the Charity Commission and Office of the Scottish Charity Regulator.

Generally, the Association is an organisation of students, run by students, operating through a democratic structure. It is headed by our elected student President.

As a registered charity, ultimate authority and responsibility for all of the Association’s activities is vested in the Board of Trustees, which currently comprises nine elected student positions and a further three external trustees. Our Central Executive Committee sets our student-facing policy and acts as the representative voice of students within the University and in the external world.

Our values are Democracy; Equality; Integrity; and Partnership.

Our strategy (www.oustudents.com/our-strategy) to 2020 has three core objectives:

a) To listen to OU students and represent their collective voice and academic interests

b) To engage students in a vibrant and supportive community and create new opportunities

c) To raise awareness of our actions and the impact of our work to enhance the student experience and student success

The OU Students Association also operates a trading subsidiary, OUSA (Services) Ltd trading as the OU Students Shop which sells a range of branded merchandise and study aids. We also have a separate grant-giving charity, the Open University Students Educational Trust (OUSET), which supports students in financial hardship.

The OU Students Association is currently an unincorporated association but is planning to incorporate as a Charitable Company Limited by Guarantee in 2019.

3. The OU Students Association staff team

We are based on the University’s beautiful campus in Milton Keynes. Our staff team works closely with our elected student representatives and colleagues within the Open University. The staff team is responsible for delivering the wide range of services, activities and functions undertaken by the Association.

Currently we have seven specialised teams and a short (but far from comprehensive) overview is provided below:

The Digital Communications team manage our website, branding, social media platforms, radio and magazine in addition to improving the Association’s ability to adopt and utilise new technology and digital tools.

The Operations team provide the first point of contact for students and manage our grant-giving educational trust (the OU Students Educational Trust) and our OU Students Shop, including our web store and our marketing presence at events such as degree ceremonies. They also manage our suite of online forums.

Resources handle all elements of financial management, processing and monitoring. Managed by the Deputy Chief Executive (Finance & Resources) they lead on the annual budget setting and subvention negotiations with the University and oversee purchasing and general maintenance and administration of the office.
The Student Community team undertake projects to engage students in their Association and University community which includes supporting student societies and the planning and delivery of online events such as Freshers.

The Student Support team manages services designed to support student welfare including Nightline and Peer Support. They lead on the equality, diversity and inclusion agenda and support student groups including the Disabled Students Group and Plexus.

The Student Voice team focus on our work in the areas of the academic policy, including the recruitment and support of our team of Central Committee Representatives, student consultation, representation and research.

The Student Volunteering team is dedicated to recruiting, training and supporting current Student volunteers and creating new opportunities to volunteer and get involved with the Students Association.

The Chief Executive currently supports the Operations, Resources and Student Volunteering teams with the Deputy Chief Executive (Student and Staff Engagement) supporting the Digital Communications, Student Community, Student Support and Student Voice teams.

In addition, the Executive Assistant provides comprehensive daily support to the Chief Executive and President, looks after general HR matters and handles the organisation and successful administration of all meetings of the Board of Trustees and Central Executive Committee. The Support Coordinator is currently working very closely with the President and Chief Executive to help coordinate our input and influence into the University’s major change programmes.

We will also be adding a new role dedicated to external affairs in the New Year.

4. The Post

Purpose of the Digital Communications Officer (Technical) role:

In this exciting role, the postholder will work to develop and deliver digital communication objectives that enhance the Association’s reputation by raising awareness of our achievements, activities and services available to Open University students.

This person will also help to inspire and enable staff and elected student leaders to make best use of digital communications channels, helping to find and put out stories and opportunities to a diverse student population.

This is one of two digital communications officer posts. This role has particular responsibility for the Association’s website, which forms the central hub of our online activity, as well as supporting and developing the day-to-day communication activity undertaken by the team.

We’re therefore looking for a flexible and multi-skilled digital communications professional to join our small and dedicated team.

Main Responsibilities:

- To write, edit and publish high quality content for the Association’s website and other digital channels. To regularly review website content to make sure it’s accurate, up to date and presented in the best way possible.
- To help facilitate future improvements to the Association’s website, including the user experience, content architecture and ‘call to action’ responses.
- To liase with the external web developers about delivering website updates.
• To support in ensuring the website follows regulations in terms of data protection and support staff in getting student initiatives up and running and in keeping with these regulations.
• To support staff and student leaders to develop their skills in producing high quality web content and using digital channels effectively, as well as giving guidance to content owners on what works and doesn’t work when presenting content online.
• To assist line manager with the development of student involvement in writing and editing content. To capture ideas and information from various sources, working it into a final draft or concept, before communicating it to the intended audience.
• To make editorial decisions on suitability for publication, negotiating with content contributors to agree the best approach.
• To create and support the creation of content for use across communication channels including the website, student magazine, social media, radio and podcast, and various literature as directed by line manager.
• To provide high quality day-to-day support to line manager on a variety of communications activities, including online and face-to-face events.
• To use Google Analytics and other tools to measure the effectiveness of online content, identify improvements to structure and content, and to make changes.
• To help monitor and update the Association’s social media platforms including Twitter, Facebook and Instagram with relevant content, increasing the sense of community on these platforms and encouraging student feedback, as well as helping to pilot and test emerging opportunities.
• To facilitate ‘boosts’ and adverts posted on social media as appropriate.
• To implement and update internal communications systems as directed by line manager.
• To work as a team to ensure that our full brand potential is reached. This will involve working with both colleagues and student leaders to ensure that they adhere to the Communications Strategy and brand guidelines.
• To liaise with colleagues and student leaders to ensure that digital content is designed and deployed in a manner that is accessible and user friendly, which will include accessibility testing for new approaches or tools where relevant.
• To examine ways of increasing student engagement through communications activity, working with colleagues in both the Digital Communications and Student Community teams.
• To work cross-team with colleagues and student leaders on key projects and priorities, as directed by line manager.
• To work with colleagues to assist the planning and delivery of the Association’s biennial conferences as required, which will include attending and working the weekend event.
• To foster own professional development, including undertaking relevant training and implementing the learning as appropriate.
• To undertake any other duties commensurate with the grade of the post as directed by line manager.
5. The Person

**Note:** Applicants who have not clearly demonstrated in their application that they possess the **essential** experience and knowledge will not be short-listed. **Desirable** elements are those that it would be useful for the post holder to possess, and will be used to assist the short-listing process where we receive a high volume of good applications. In your personal statement, it is important that you draw on **examples** to provide evidence of how you meet the criteria. The skills, capabilities and qualities section will be factors that we will look to be displayed throughout the application process but candidates will not be expected to highlight these in the personal statement part of the application form.

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Education, qualifications and training</strong></td>
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<tr>
<td>Educated to Degree standard or equivalent.</td>
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<td>Grade A*-C in English, or IELTS 6.0 or above (to include a score of at least 5.5 in Reading, Writing, Listening and Speaking).</td>
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<tr>
<td><strong>Knowledge and experience</strong></td>
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<td>Demonstrable experience in similar or related role (e.g. communications, journalism, marketing, PR, digital media).</td>
<td>Experience of working in a similar democratic or member-led organisation (e.g. student union, charity, public sector).</td>
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<tr>
<td>Experience of using content management systems to update web pages.</td>
<td>Experience of working within brand guidelines and maintaining a written style guide.</td>
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<td>Experience of developing digital communications content to engage new audiences and increase awareness of particular issues.</td>
<td>Awareness of current issues affecting OU students.</td>
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<td>Experience of writing, editing and proof-reading content for a range of digital media channels.</td>
<td>Knowledge of copyright and permissions for use of images.</td>
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<td>Knowledge and experience of web authoring, particularly accessibility and site management.</td>
<td>Experience of owning and running a blog, podcast, or YouTube channel.</td>
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<td>A basic knowledge of data protection and its implications for communications.</td>
<td>Experience in preparing systems to be compliant with GDPR regulations, particularly experience of maintaining a compliant privacy policy.</td>
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<td>Experience of using social media in a professional capacity.</td>
<td>Experience of using Adobe design packages (InDesign, Photoshop, Dreamweaver) or other industry standard design software.</td>
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### Skills, capabilities and qualities

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<tr>
<th>Excellent organisational and time management skills, with ability to prioritise workload and meet deadlines in a busy and rapidly changing environment.</th>
<th>Able to capture video, photos and audio, including optimising for web delivery.</th>
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<tbody>
<tr>
<td>Highly self-motivated and hardworking, with the ability to work well under own initiative.</td>
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<td>Capacity to monitor effectiveness of digital communications activity and suggest improvements and innovations.</td>
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<td>Engaged with social media and appreciates its value in engaging audiences.</td>
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<td>Good relationship builder, able to foster good working links inside and outside the organisation</td>
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<td>Exercises good judgement, sensitivity, tact and diplomacy.</td>
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<td>Creative thinker, with the ability to put innovative ideas into practice.</td>
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<td>Proof-reading skills.</td>
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<td>Able to take a coherent, planned approach to key work.</td>
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<td>'Can do' approach to problem solving.</td>
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<td>Able to learn and adopt new skills quickly.</td>
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<td>Team player.</td>
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<td>Excellent IT skills, including Microsoft Office (Outlook, Word, Excel, PowerPoint, and Google Chrome) and social media (Twitter, Facebook, Instagram etc.).</td>
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</table>

### Additional requirements and special working conditions

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<tr>
<th>A flexible approach to work, including a willingness to work evenings and weekends by prior agreement with line manager.</th>
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<tbody>
<tr>
<td>Able and willing to work OU Students Association biennial Conferences.</td>
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<tr>
<td>Commitment to equality and diversity.</td>
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<tr>
<td>Commitment to own professional development.</td>
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</table>
6. General Information

Terms and Conditions
The terms and conditions which apply to this post are similar to those applying to Support Staff of the Open University. Our staff policies are currently under review.

Hours of Work
This appointment is a full-time, permanent position. The working week is 37 hours with some flexibility on start and finish times around the needs of the role and the organisation in keeping with our flexible working policy. Some weekend/evening working is required as part of the role and is recompensed by appropriate payments and/or time off in lieu.

Probation
The appointment will be subject to a probationary period of six months prior to confirmation of permanent appointment.

Salary
The appointment will be made at a suitable point on the Grade 6 salary scale £27,025 - £32,236. It is usually our intention to appoint at the lowest point of the scale to enable progression, but we will consider the circumstances and current salary of the successful candidate when making an offer.

The OU Students Association Trustees are unable to offer any re-location expenses for this role.

Holiday
The Association annual leave period runs from 1 August to 31 July. The full annual entitlement is 30 working days in addition to public holidays and days on which the Open University campus is closed.

Development Opportunities
The OU Students Association is committed to developing its staff and provides appropriate training and networking opportunities.

Permanent staff who have completed their probationary period are currently also able to study OU modules for free through the University's staff fee waiver scheme.

Staff Structure
Our current staff structure is shown at the rear of this pack.

7. How to Obtain More Information about the Role or Application Process

The details provided here are intended to be an overview of the role and our organisation. However, there is also a considerable amount of information about the OU Students Association on our website: www.oustudents.com.

If you have a specific appropriate question that is not covered here and you wish to ask it before making an application then please contact Kate Dungate, Head of Digital Communications on OUSA-Jobs@open.ac.uk.

8. The Application Process and Where to Send Completed Applications

Applications will only be accepted on the OU Students Association application form. No CVs or applications on other forms will be accepted.
Please ensure that your application reaches us by: 9am on Monday 18th February 2019. Applications received after the deadline will not be accepted.

Please e-mail your application form to OUSA-Jobs@open.ac.uk with the job title included in the subject line.

If you do not hear from us within 4 weeks of the closing date, you should assume that your application has been unsuccessful on this occasion.

9. Selection Process and Date of Interview

Stage one: Candidates should use the descriptions above of the Role and the Person Specification to complete the OU Students Association Application form. Please note that the statement section of the application form should focus upon the knowledge and experience criteria. Applicants should draw reference to clear examples to support their statement. Applicants are not expected to explicitly cover all of the skills, qualities and capabilities criteria in addition to knowledge and experience.

Please submit completed application forms via email to OUSA-Jobs@open.ac.uk. All applications will be reviewed following receipt and candidates will be short-listed if they have effectively demonstrated that they meet or exceed our criteria. We are unable to offer feedback to applicants who are not short-listed at this stage.

Stage two: Short-listed applicants will be sent a letter inviting them to panel interviews which will take place at our office in Milton Keynes on Tuesday 26th February 2019. The interviews will include some practical exercises and further details of these will be sent to short-listed candidates along with the interview date. We reserve the right to call candidates back for a second panel interview if deemed necessary.

PLEASE NOTE: THIS IS AN APPOINTMENT TO THE OU STUDENTS ASSOCIATION AND NOT THE OPEN UNIVERSITY.
Organisation Chart

CHIEF EXECUTIVE
Rob Avann

EXECUTIVE ASSISTANT
Leanne Qualtron

SUPPORT COORDINATOR,
OU REDESIGN
Sue Maccabe

DEPUTY CHIEF EXECUTIVE (FINANCE & RESOURCES)
Alison Lunn

RESOURCES
ACTING HEAD OF RESOURCES
Tazneem Gardner

RESOURCES ASSISTANT
Luke Nazarko

DIGITAL COMMUNICATIONS
HEAD OF DIGITAL COMMUNICATIONS
Katy Dungate
COMMUNICATIONS OFFICER
Heather Bloomer
COMMUNICATIONS OFFICER (TECHNICAL)
Vacant

STUDENT COMMUNITY
HEAD OF STUDENT COMMUNITY (JOB SHARE)
Jessica Smith, Peter Turner
PROJECTS OFFICER (STUDENT COMMUNITY)
Jodie Denton
PROJECTS OFFICER (STUDENT COMMUNITY)
Amy Ferguson
STUDENT COMMUNITY ASSISTANT
Sandra Carter

STUDENT VOLUNTEERING
HEAD OF STUDENT VOLUNTEERING
Beth Metcalf
STUDENT VOLUNTEERING OFFICER
Nicola Powell
STUDENT VOLUNTEERING ASSISTANT
Tracey Bates

STUDENT SUPPORT
HEAD OF STUDENT SUPPORT
Verity Robinson
STUDENT SUPPORT OFFICER
Samantha Wright
STUDENT SUPPORT ASSISTANT
Anna Manon

STUDENT VOICE
HEAD OF STUDENT VOICE
Samantha Harding
REPRESENTATION OFFICER
Allan Musinguzi
REPRESENTATION OFFICER
Vacant
RESEARCH & INFORMATION OFFICER
Pooya Sinha
PROJECTS & MEDIA ASSISTANT
James Phillips
RESEARCH ASSISTANT
Beverly Woodbridge

OPERATIONS
HEAD OF OPERATIONS
Magda Hadrys
TEAM SUPERVISOR
Joel McBrearty
OPERATIONS ASSISTANT
Mandy Turner
OPERATIONS ASSISTANT
Keith Minter
OPERATIONS ASSISTANT
Adam Goldberg