Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>15164</th>
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<tbody>
<tr>
<td>Job title:</td>
<td>External Engagement Manager</td>
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<tr>
<td>Reports to:</td>
<td>Director Strategy, Planning and Resources</td>
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<tr>
<td>Salary:</td>
<td>£33,199 to 39,609</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
</tr>
<tr>
<td>Grade:</td>
<td>Grade 7</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>The Open University at Walton Hall, Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12:00 noon on 15 October 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Electronic</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>Three</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td><a href="mailto:fbl-recruitment@open.ac.uk">fbl-recruitment@open.ac.uk</a></td>
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</tbody>
</table>
2. Summary of duties

Purpose Statement

The External Engagement Manager is a highly visible role within the External Engagement team at the Open University’s Faculty of Business and Law, which comprises both the Business School and Law School. The purpose of the external engagement programme is to continue to build the reputation of the Business School among key stakeholder audiences, support our extensive and vibrant alumni community, and also support development of additional funding beyond teaching revenues.

This is achieved through a variety of activities including face to face and online events, alumni relations and careers support, corporate partnerships, website and social media engagement and philanthropy within the Business and Law Schools, as well as working cross functionally with other units throughout the University.

The post holder is required to engage the cross section of stakeholder audiences through a programme of campaigns delivered in a variety of communications media, with a significant emphasis on events (both face to face and online) as part of the engagement mix. The post holder is responsible for executing an engagement programme designed in consultation with academics, alumni, corporate partners and other units throughout the university.

Engaging the Postgraduate Business School Alumni community is critical to the success of this role. The role manages and builds lifelong relationships with the Business School alumni and measures the positive impact of alumni engagement within the university community through a series of projects and campaigns.

Main Responsibilities:

- To effectively manage stakeholder teams to achieve campaigns on brief, on budget, on time, maximising results. These could include a blend of direct mail, digital, live or online events or other channels
- To market campaigns to relevant audiences through a blend of social media; media relations in collaboration with central unit; print; and networks (Alumni Ambassadors and corporate partners)
- To evaluate and measure impact of campaigns against objectives ensuring implementation of recommendations for future improvement
- To identify and / or create opportunities for profiling Business or Law School Academics and their research and teaching
- To engage a broad network of advocates and ambassadors representing the Business and Law Schools, including Alumni, Associate Lecturers, senior industry representatives
- To build and execute a comprehensive engagement plan that delivers high value content for the audience and opportunities for both corporate programmes and qualifications referrals, philanthropic engagement and creation of digital content
- To understand the School’s research agenda, proactively seeking opportunities to demonstrate and share thought leadership
- To deliver campaigns to a high standard and to meet pre-defined objectives
- To recruit, brief and recognise volunteers and speakers building a loyal and influential network
- To manage the budget for area of responsibility
- To write engaging and creative copy for campaign communications (including marketing copy, joining instructions, event collateral) for delivery through a variety of media both online and offline, ensuring adherence to brand guidelines
- To be an ambassador for the Business School and Law School at internal and external events

Other General Responsibilities:

- Understands the strategic aims and priorities of The Open University Business School and The Open University Law School and can set clear goals to deliver immediate and medium term objectives
- Takes responsibility for planning and management of external engagement programme aims, ensuring appropriate resource, risks and mitigating actions are accounted for
- Keeps up to date with best practice and participates in industry events, completing industry benchmarking and other surveys to seek continuous improvement learnings
- Undertake such other duties as may be required from time-to-time by the Head of External
Engagement in support of the Business and Law Schools’ communications objectives

- Participate in appropriate self-development activities as agreed with line manager.

Organisational Relationships:

- The post holder will be based in the Faculty of Business and Law but will have a close working relationship with the Communications Unit, the Development Office, Marketing and other internal units.
- The post holder will work with other individuals, teams and units across the University where required.

Specific Role Requirements:

- The external nature of this role will require working outside of core office hours and UK and occasional international travel.
- The role is highly visible to our international Alumni community and is required to steward the community (or co-ordinate the stewardship of) relationships with nominated groups of Alumni in order to further engage them with the OU. The post-holder has specific responsibility also for volunteers involved in their projects. Specific responsibilities include:
  - Sourcing of products and services which might be considered a benefit to Alumni
  - Making regular contact with Alumni and Graduates via social media platforms, letter, e-mail and telephone
  - Meeting and entertaining Alumni and Graduates
    Also to respond to Alumni queries made directly to the post-holder. Service level agreements are to respond within:
    - 24 hours to e-mails and telephone calls
    - 48 hours to letters

3. Person specification

<table>
<thead>
<tr>
<th>Education, qualifications and training</th>
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<tbody>
<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>A first degree, or equivalent background education, or work experience at a similar level</td>
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</tbody>
</table>

| **Desirable:**                        |
| An Open University education          |
| Professional qualification e.g. CIM   |

<table>
<thead>
<tr>
<th>Knowledge, work and other relevant experience</th>
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<tr>
<td><strong>Essential:</strong></td>
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<tr>
<td>Experience of event management from concept to delivery and evaluation</td>
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<td>Experience of volunteer management</td>
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<tr>
<td>Experience of engaging and responding to a senior professional audience</td>
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<td>Experience of online conferences and webinars</td>
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<tr>
<td>Experience presenting to a wide range of internal and external audiences</td>
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### Experience of managing budgets
- Experience of selecting and negotiating with suppliers
- Experience of leading inter-function and peer group project teams
- Experience of managing multiple tasks simultaneously, and reprioritising according to need

### Desirable:
- Alumni relations / membership organisation experience
- Line management experience
- Media relations experience
- Benchmarking performance against industry / function standards
- Experience of direct marketing co-ordination

### Personal abilities and qualities

#### Essential:
- Excellent interpersonal and customer service skills
- Excellent copywriter
- Good team player and leader who takes responsibility and uses their initiative
- Energetic and resilient to changing priorities and a demanding role
- Able to create proactive solutions to operational issues
- Effective networker
- Enthusiastic about the OU and pro-active in keeping informed about its news and developments
- Good attention to detail and diligent in ensuring objectives are met
- Evidence based decision maker
- Commitment to values and mission of the OU.

#### Desirable:
- Confident with financials and analytics

### 4. Role specific requirements e.g. Shift working

N/A

### 5. About the unit/department
The Open University Business School

Founded in 1983, The Open University Business School holds a unique position as the leader in flexible, accessible and high quality business and management education. It is one of an international elite group of institutions to have triple accreditation by EQUIS, AACSB and AMBA.

The School has four cross-disciplinary academic departments: Strategy and Marketing; Accounting and Finance; People and Organisations; Public Leadership and Social Enterprise. The School offers a wide range of undergraduate, postgraduate, doctoral and executive education programmes.

The 2014 Research Excellence Framework (REF) results show the high quality of the research outputs and impact of the School’s research. The School ranked 34th overall placing it in the top third of UK Business Schools. For impact, the School was placed 16th overall, indicating not only the excellence of the research but also its influence and relevance to user communities in all areas from practice to policy.

Further information about The Open University Business School can be found at: http://www.open.ac.uk/business-school/

The Open University Law School

The Open University Law School was established 17 years ago and since then more than 60,000 students have studied law with us. With around 6,000 students in the UK, the Law School continues to lead the sector in part-time distance learning. Our Bachelor of Laws with Honours (LLB) is the most popular taught undergraduate law programme in the UK. The average age of our law students is 35. The School also offers a Postgraduate Certificate in Human Rights and Development Management and a Masters in Law (LLM).

Further information about The Open University Law School can be found at: http://www.open.ac.uk/law/main/.

6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application please contact Rachel Fryer, Director Strategy, Planning and Resources by email Rachel.fryer@open.ac.uk

If you have any questions regarding the application process please contact email fbl-recruitment@open.ac.uk.
7. The application process and where to send completed applications

| How to Apply: | In order to apply for this post, please complete the application form and provide a covering letter. **Please note if you do not provide all of this information, your application may not be considered.**
| | **1. Complete the application form**
| | The form has been designed to give the information needed at this initial stage.
| | **2. Covering letter**
| | Write a covering letter indicating why you are interested in this post and how you believe you match the Person Specification in section 3.
| | In this letter please set out:
| | a) Why you are interested in the post;
| | b) How your skills and experience meet the criteria listed in the person specification.
| | Please use the essential and desirable items listed in the person specification as subtitles within your letter. In writing your letter, examine carefully the description of the role and analyse how your skills, knowledge and experience match with the requirements set out in the person specification. **Please pick out specific examples from your experience which clearly demonstrate that you have the particular knowledge and capabilities required in the person specification.**
| | **3. Curriculum Vitae (CV)**
| | Please enclose an up to date CV with your application for employment. Please remove any information from your CV that might give an indication of your race, religion or belief, or sexual orientation, as these details are irrelevant to your application.

| Please ensure that your application reaches the University by: | **12:00 noon on 15 October 2018**
| | Applications received after the closing date will not be accepted.
| E-mail your application to: | Your completed application should be returned electronically to fbl-recruitment@open.ac.uk by.

8. Selection process and date of interview

| The interviews will take place on: | Interviews are planned **25 October 2018** at Milton Keynes but this date may be changed if operationally required.
| The selection process for this post will include |  |
We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.