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>14434</th>
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<tbody>
<tr>
<td>Job title:</td>
<td>Interim Communications Manager</td>
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<tr>
<td>Reports to:</td>
<td>Head of External Engagement</td>
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<tr>
<td>Salary:</td>
<td>£32,548 to £38,833</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
</tr>
<tr>
<td>Grade:</td>
<td>G7</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Fixed Term Contract</td>
</tr>
<tr>
<td></td>
<td>Until mid-February 2019</td>
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<tr>
<td>Working hours:</td>
<td>Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>Faculty of Business and Law (FBL), Milton Keynes, UK</td>
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<tr>
<td>Closing date:</td>
<td>16th March 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Electronic short application form, CV and covering letter</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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2. Summary of duties

The External Engagement team is responsible for implementing the strategy which supports the diversification of revenue and builds the reputation and profile of the Law School and the Business School for The Open University. A key indicator of Business School reputation is the retention of triple accreditation, and working to maintain AACSB, AMBA and EQUIS accreditation is central to the work of External Engagement.

The team manages the Alumni Relations programme for business and management graduates, and the School’s integrated communications programme that includes the delivery of digital development, public engagement with research through a range of channels and media including, events, corporate communications and internal communications. The External Engagement team is also responsible for philanthropy, and corporate partnerships on behalf of the Faculty and working with central OU teams in these areas.

Reporting to the Head of External Engagement the role holder will play a key role in achieving the Faculty’s ambitious strategies for both schools working across the University and with academics across the Faculty. Acting as a conduit for internal communications and governance, the role holder will support content development and creation in the Faculty. Working closely with academic experts, Heads of Business and Law School and Department Heads the role holder will also be responsible for developing and implementing an external communications programme that delivers a measurable targeted increase in the Business School and Law School’s research reputation. Focusing on our distinctive Centres of Excellence, in personal financial capability, voluntary sector leadership, policing research and learning, pro bono law, and with further Centres in development, this role will promote the impact of these Centres through a mix of thought leadership content development and dissemination and other initiatives.

MAIN RESPONSIBILITIES

Communications

- To build and execute a comprehensive internal communications engagement plan
- To raise awareness of the Faculty’s offer with key internal audiences through an optimal and consistent approach to multi-channel communications
- To provide content development and editorial support to the wider External Engagement team, ensuring our messages are expertly crafted and communicated, adhering to OU brand guidelines
- To be the lead for the governance structure in the Faculty, working to provide professional support for the Faculty Assembly and to respond to the University’s requirements for governance
- To provide support for content creation for the Faculty’s key external messages

Reputation building

- Develop, coordinate and launch a new practitioner-focused magazine
- Develop a plan of public engagement outreach opportunities which maximises opportunities in the external environment for promoting the Schools’ research and teaching (capitalising on events and digital development activities).
- Write and disseminate public engagement content through traditional and social media channels.
- Profile research and academics to meet accreditation requirements and support REF 2021 aims in external publications and forums, working with colleagues and managing contractors
- Commission assets to host on the website e.g. thought leadership case studies
- Keep abreast of industry trends and developments to ensure that the Business School and Law School’s profile remains at the forefront
- Manage and evaluate metrics to monitor all external publication engagement activity and presence to establish appropriate and effective KPIs for dissemination across the Schools
- Ensure that all corporate guidelines are adhered to
- Act as an ambassador for the Faculty at internal and external events.
### 3. Person specification

#### Education, qualifications and training

<table>
<thead>
<tr>
<th>Essential:</th>
<th>First degree or equivalent academic qualification or work experience at a similar level</th>
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<tr>
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<td>Journalism/media/communications qualification or equivalent experience</td>
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<tr>
<td>Desirable:</td>
<td>Professional management qualification</td>
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<td>Project management qualification</td>
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#### Knowledge, work and other relevant experience

<table>
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<tr>
<th>Essential:</th>
<th>Broad internal and external communications and external engagement experience</th>
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<tr>
<td></td>
<td>Good knowledge of multiple communications channels including web and social media</td>
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<td></td>
<td>Experience of working in a commercial or public sector environment and exposure to a</td>
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<td></td>
<td>busy media or other communications and/or marketing environment</td>
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<td></td>
<td>Evidence of communicating effectively and confidently, building networks and</td>
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<td></td>
<td>relationships with individuals and groups both internally and externally</td>
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<td></td>
<td>Ability to engage with specialised and complex academic material, across many</td>
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<td></td>
<td>disciplines</td>
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- Interviewing and research skills
- Ability to multi-task and to manage a diverse portfolio of work, which is often high priority and highly visible
- Computer literacy (including advanced Word and PowerPoint) and experience in a computer and web-based environment
- Excellent writing skills for a range of online and print publications conveying key points clearly and concisely
- Successful interpretation of complex information for a range of audiences and styles
- Experience of interpreting brand and tone of voice guidelines

**Desirable:**
- Experience of working in Higher Education and an understanding of research within an academic context
- Demonstrable ability to work effectively within a matrix structure
- Experience of editing web content
- Speech writing
- Understanding of the role of a Business School and triple accreditation within a University
- Experience of digital reporting tools and email management software

**Personal abilities and qualities**

**Essential:**
- Confident, articulate and professionally resilient able to work well under pressure
- High level of discretion over sensitive and confidential issues
- Capacity for self-organisation, including rapid prioritisation to meet deadlines, use of initiative and delegation of tasks to others
- Pragmatic and creative approach to problem solving, including ability to resolve problems where there may be either complex, partial or conflicting information
- Creative flair to plan and execute online communications campaigns;
- Excellent interpersonal skills and ability to manage cross-boundary relationships
- The ability to adapt and work flexibly and collaboratively in a small team in an area of rapid change

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

There may be a requirement to travel and work outside of core hours in order to attend events and other activities.
5. About the unit/department

**Faculty of Business and Law**

The Faculty of Business and Law is one of the four faculties of The Open University. It brings together two Schools – The Open University Business School and The Open University Law School – and has a strong reputation as a high-quality and innovative provider of management and legal education. Our courses and qualifications are studied by a wide range of people from all backgrounds – we are proud to promote opportunity and social justice by making higher education open to those unable to attend a more traditional campus-based university.

Student satisfaction is a high priority and we are determined to deliver the best outcomes for everyone studying with us. Our students return some of the highest satisfaction scores in the National Student Survey – they have ever since the NSS began.

Around 35,000 students are currently enrolled on our business, management and law programmes; about quarter of them are based outside the UK in 80 countries. The majority of our students are employed and study part-time with us.

The Faculty employs around 130 academic staff, two thirds of whom are based at The Open University’s Milton Keynes campus and one third in the OU’s regional offices, aligned to the Faculty’s three Student Support Teams. The regional academics manage the Faculty’s 700 Associate Lecturers. Around 80 academic-related and administrative members of staff support the Faculty.

We are committed to developing our staff to achieve their full potential and offer a range of formal and informal training and development opportunities to support individual and Faculty objectives.

**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. We are recognised for the quality of our programmes, the excellence of our teaching and the impact of our research. The School is one of an international elite group of institutions to have triple accreditation by EQUIS, AACSB and AMBA. We are also a member of the Global Business School Network – an organisation working with top international business schools to build management education capacity in the developing world.

The School has four cross-disciplinary academic departments: Strategy and Marketing; Accounting and Finance; People and Organisations; Public Leadership and Social Enterprise. Each department includes academics, visiting experts, research staff and postgraduate students. The result is a dynamic, collaborative approach to research and programme development that is engaged with the needs of commercial, public and third sectors in the UK and internationally.

Research within the Business School combines intellectual rigour and innovation with practical relevance. Its academics have substantial experience working jointly with organisations in all sectors of the economy and directing their findings to influence management thinking and practice. There is an active PhD programme with around 30 PhD students. Since first entering the Research Assessment Exercise (RAE) in 1996, The Open University Business School has increased its research capability significantly, with external awards from Economic and Social Research Council, Engineering and Physical Sciences Research Council, Design Council, European Union, the private sector and internal sources. 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...
over all 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.

The School offers a wide range of undergraduate, postgraduate, doctoral and executive education programmes. We also make a considerable amount of learning material available for free through The Open University’s own open educational resources platform OpenLearn and popular social media such as iTunesU and YouTube, and as part of FutureLearn – an (Open University owned) international university collaboration to bring online learning to a global audience.

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

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 by email Jacqui.Thomasen@open.ac.uk

If you have any questions regarding the application process please contact by email fbl-recruitment@open.ac.uk

7. The application process and where to send completed applications

<table>
<thead>
<tr>
<th>How to Apply:</th>
<th>Complete the short application form</th>
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<tbody>
<tr>
<td></td>
<td>The application form has been designed to give the information needed at this initial stage.</td>
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</tbody>
</table>

**Covering letter**

Write a covering letter indicating why you are interested in this post and how you believe your knowledge experience and skills meet 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.

**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.
Decisions about short listing will be based solely on the information you provide on your application form and covering letter.

**e-mail your application to:**

Your completed application should be returned electronically to fbl-recruitment@open.ac.uk

**Please ensure that your application reaches the University by:**

**Midday on 16th March 2018**

Applications received after the closing date will not be accepted.

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### 8. Selection process and date of interview

**The interviews will take place on:**

Interviews are planned for **week commencing 26th March 2018**, at Milton Keynes but this date may be changed if operationally required. Please also note that occasionally there may be a need for second interview.

**The selection process for this post will include**

Presentation, panel interview and an in tray exercise.

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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.