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

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Vacancy reference</td>
<td>14864</td>
</tr>
<tr>
<td>Job title:</td>
<td>Fixed Term Graduate Placement,</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Associate Head of School (Innovation), School of Education, Childhood, Youth and Sport</td>
</tr>
<tr>
<td>Salary:</td>
<td>£26,495 to £31,604 pro-rata</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Secretarial and Clerical</td>
</tr>
<tr>
<td>Grade</td>
<td>Grade 6</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Temporary contract for 12 months</td>
</tr>
<tr>
<td>Working hours:</td>
<td>30 - 37 hours per week – Up to Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>Milton Keynes, with working from home supported</td>
</tr>
<tr>
<td>Closing date:</td>
<td>5:00pm on 29 June 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Short Application Form, CV and covering letter outlining how you meet the person specification.</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>2</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Lynsey Hammond</td>
</tr>
</tbody>
</table>
2. Summary of duties

The School of Education, Childhood, Youth and Sport is looking to appoint to a graduate to a 1 year fixed term placement at Grade 6 to work within the School, helping to develop and enhance two key websites and their associated social media strategies. The two area are:

- A website to build connections between research and those supporting learning in schools etc. (the Research Rich Pedagogies website [https://researchrichpedagogies.org/research/](https://researchrichpedagogies.org/research/) and its social media strategy

- The School’s external website (School of Education, Childhood, Youth and Sport [http://wels.open.ac.uk/overview/school-education-childhood-youth-and-sport](http://wels.open.ac.uk/overview/school-education-childhood-youth-and-sport)) and its social media strategy

The postholder will be line managed by the Associate Head of School (Innovation), Eric Addae-Kyeremeh and will also have an academic mentor for Research Rich Pedagogies as well as a peer buddy.

**Applicants must be a graduate of the Open University (Foundation Degree, Undergraduate or Postgraduate degree 2015-2018 only) who have not previously been employed at the OU.**

The post-holder will be appointed to focus on developing two websites in the School of Education, Childhood, Youth and Sport – one Research-impact focussed and one School based – and develop a strategy to utilise appropriate social media channels such as Twitter and Facebook to promote these websites and the associated activities of the teams.

As a recent graduate, the individual will be able to access training and guidance to enhance their professional development in the uses of social media in higher education settings, such as via the OU Social Media Toolkit. The individual will work as part of a team within a supportive environment.

**Brief Outline of the job**

For the role as a whole:

1. Develop a strategy and approach to social media publicity and promotion.
2. Frequent use of social media to enhance the reputation of teaching, scholarship and research activities, including writing content from scratch.
3. Liaison with professionals inside the OU (academics, Marketing, Communications) and outside the OU to build links, work collaboratively and to represent the work of the School.
4. Research, analysis and review of the two websites to include suggestions for enhancement based on feedback.

Specifically, for our Research Impact Website and related work:

1. Carry out an analysis of existing content of the website, providing feedback from the external user perspective.
2. Develop and deliver a social media strategy to increase awareness of the site and help drive potential users to the site.
3. Liaise with teachers externally to advise on the research impact site.
4. Conduct research survey work with users externally, in order to gather evidence of the impact of the site on practice in professional settings.
5. Liaise with research staff to advise on the development of new materials for the site.
6. Upload materials onto the site and advise on the ongoing design and development of the site structure.

Specifically, for our School external facing website and related work:

1. Enhance the development of the School website, providing feedback from a student perspective.
2. Develop a social media strategy and approach for the School, working with academic teams. Liaise with School academics to advise on representing their work via social media.
3. Regularly design and write social media output to increase awareness of the School’s work, especially amongst the student and alumni community.
4. Be actively involved in developing the social media approach for School partnerships.
5. Review other Faculty/School websites within and outside the Open University and bring forward recommendations to enhance the ECYS School site.
6. Undertake research and monitoring on the use of the website and social media impact to build and enhance presence, reach and impact.

3. Person specification

Requirements  (E = Essential/ D = Desirable)

This section outlines the skills and experience expected of the Graduate Intern. It is an ideal role for someone interested in working professionally in Higher Education and specifically in the education research environment. Further training and development will be available as appropriate to the candidate.

Education, qualifications and training

1. Applicants must be a graduate of the Open University (Foundation Degree, Undergraduate or Postgraduate degree 2015-2018 only) who have not previously been employed at the OU.

Knowledge, work and other relevant experience

**Essential:**

2. Evidence of using social media actively in a work/community/study context.
3. Evidence of high level written communication skills, including writing for different audiences.
4. Evidence of high level oral communication skills including the ability to liaise with diverse teams of colleagues inside and outside the University.
5. Ability to independently plan and manage own time on activities across two teams.
6. Research skills to generate, analyse and present data in a variety of formats.

**Desirable:**

7. Experience of work in educational contexts (eg Primary School, early years settings)
8. Study/research interest in the subject areas covered in the School of Education, Childhood, Youth and Sport
9. Experience of developing websites in a work/community/study context

Personal abilities and qualities

**Essential:**

10. Commitment to the traineeship for the full 1 year.
11. Ability to commit 30-37 hours/week to the internship (times of work can be flexible).
12. Ability to travel to the OU campus in Milton Keynes a minimum of twice per week on average and be available to travel to meetings off campus when required. Some of the work can be done at a distance via Skype and email.
13. Desire to gain work experience in higher education, working with teams of academics.
14. Desire to develop skills to put their degree to use in a supportive environment.

**Desirable:**

15. Interest in promoting and disseminating educational research for impact

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

Desk space will be provided at the OU campus in Milton Keynes and some working from home is acceptable. The postholder could visit the campus daily or less frequently but they would be expected to be on campus a minimum of twice per week. Some of the work will be done by Skype and email as well as at the Milton Keynes campus and at meetings off site on occasion.

There are plans to develop a network for those undertaking new graduate placements at the OU, of which this is just one, which will offer additional support and contact for the postholder.

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**5. About the unit/department**

Research Rich Pedagogies Website [https://researchrichpedagogies.org/research/](https://researchrichpedagogies.org/research/)

The reading for pleasure side is the richest area and this is where teachers are encouraged to upload their examples of practice, influenced by Professor Teresa Cremin’s research. The site is intended to promote and disseminate research, particularly that related to reading for pleasure to communities that support formal and informal learning such as schools, teacher training providers and early years settings. We are working on including a Children’s Research Centre-related section and an Our Story section in the near future, and clearly other parts can be added to widen the scope of the site. The audience are teachers, trainers, Teaching Assistants and those supporting learning in schools and early years settings. We have about 1000 people signed up to our newsletter at the moment and are looking to at least double this and build our social media presence.

About the School of Education, Childhood, Youth and Sport (ECYS)

The School of Education, Childhood, Youth and Sport provides a diverse curriculum offer that provides Certificates, Diplomas, Honours Degrees and Postgraduate Degrees across 7 qualification areas. We have a student population of circa 15,000 and a growing alumni community. In addition to our core curriculum we deliver a range of international development programmes and projects across sub-Saharan Africa, India, Bangladesh and Peru and have received a number of international awards in this area of work. Our Centre for Research in Education and Educational Technology (CREET) is one of the leading education research units in the UK and we are home to the pioneering work at Children’s Research Centre.

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**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 Eric Addae-Kyeremeh or Caitlin Harvey on 01908 653755/332660 or email: eric.addae-Kyeremeh@open.ac.uk or Caitlin.harvey@open.ac.uk.
7. The application process and where to send completed applications

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>5:00pm on 29 June 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post it to:</td>
<td>WELS Staffing Team</td>
</tr>
<tr>
<td>Name/Job title:</td>
<td>Lynsey Hammond</td>
</tr>
<tr>
<td>Department/Unit:</td>
<td>The Faculty of WELS</td>
</tr>
<tr>
<td>Address:</td>
<td>The Open University, Walton Hall, Milton Keynes</td>
</tr>
<tr>
<td>Post Code:</td>
<td>MK7 6 AA</td>
</tr>
<tr>
<td>Or e-mail your application to:</td>
<td><a href="mailto:WELS-recruitment@open.ac.uk">WELS-recruitment@open.ac.uk</a></td>
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8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Eric Addae-Kyeremeh</th>
</tr>
</thead>
<tbody>
<tr>
<td>The other members of the interview panel will be:</td>
<td>Fiona Reeve, Senior Lecturer Lifelong Learning</td>
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<tr>
<td></td>
<td>Caitlin Harvey, School Head of Planning and Resources</td>
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<td></td>
<td>Julia Davis, OUSA Deputy President</td>
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<tr>
<td>The interviews will take place on:</td>
<td>TBC</td>
</tr>
<tr>
<td>The selection process for this post will include</td>
<td>TBC</td>
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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. Applications received after the closing date will not be accepted.