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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<tbody>
<tr>
<td>Vacancy reference</td>
<td>15491</td>
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<tr>
<td>Job title:</td>
<td>Senior Manager, Alumni and Stakeholder Communications</td>
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<tr>
<td>Reports to:</td>
<td>Director of Strategy, Planning and Resources</td>
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<tr>
<td>Salary:</td>
<td>£40,792 - £48,677</td>
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<td>Terms and conditions:</td>
<td>Academic Related</td>
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<tr>
<td>Grade:</td>
<td>Grade 8</td>
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<tr>
<td>Duration of post:</td>
<td>Permanent</td>
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<tr>
<td>Working hours:</td>
<td>Full time</td>
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<tr>
<td>Location:</td>
<td>The Open University at Walton Hall, Milton Keynes</td>
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<td>Closing date:</td>
<td>Midday 4th February 2019</td>
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<td>Type of application form accepted:</td>
<td>Electronic</td>
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<tr>
<td>Number of referees required:</td>
<td>Three</td>
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<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

This is a key role within The Open University’s Faculty of Business and Law (FBL), which comprises The Open University Business School and The Open University Law School. The two Schools are market leaders in part time, distance learning and attract over 30,000 students per year.

The new and exciting role of Senior Manager, Alumni and Stakeholder Communications, will play a prominent role within our Alumni community, particularly within our network of over 26,000 MBA alumni. The role holder will continue to develop and deliver the External Engagement Programme for FBL, through creative outreach to our stakeholder audiences, supporting and developing the External Engagement team members. Our core objective is to enhance the reputation of the two Schools, while also identifying and creating opportunities to diversify income.

The post holder will work closely with the academic community, advising individuals and Research Centres on how to raise their profiles through an effective communications mix of media relations, public engagement and alumni relations. The post holder will have line management and budget management responsibility and will need to deputise for the Head of External Engagement as required.

Main Purpose

- To lead, coordinate and develop the External Engagement Team, to deliver a high quality, innovative engagement programme that delivers against the Faculty’s core objectives.
- To be a key point of contact for the Faculty’s Alumni, building mutually beneficial relationships and driving engagement.
- To be the Faculty’s resident expert for all communication matters, providing support to Academic colleagues in their engagement endeavours.
- To support the Head of External Engagement in the delivery of the external engagement strategy.

Main duties and accountabilities:

- To own and develop an integrated communications plan to successfully implement the Faculty’s External Engagement Strategy.
- To own and deliver high profile, special projects as required.
- To work closely with the Alumni Council (the Faculty’s volunteer Alumni representative body) in ensuring their contribution is maximised internally and externally.
- To line manage, support and develop team members in key communications areas including events, digital development (websites, social media, video and online events); internal communications; and media relations, while constantly horizon scanning to ensure early adoption of new developments as appropriate to our audiences.
- Select, brief and manage external agencies to ensure optimal delivery and value in a variety of communications’ specialisms.
- To manage the robust measurement and evaluation of the External Engagement programme to demonstrate value, identify trends and adapt the programme to ensure it is responsive and agile.
- To be a key point of contact for other Business Units in the University in relation to FBL’s communications and alumni matters.
- Work closely with academic staff and administrative departments in FBL, to ensure that external engagement activities are maximised and achieve institutional objectives.
- To be an Ambassador internally and externally for FBL.
3. Person specification

**Education, qualifications and training**

**Essential:**
- Graduate or holds an equivalent qualification, and/or demonstrable relevant work based training.

**Desirable:**
- Member of CASE or other professional body
- Journalism/media/communications qualification or equivalent experience

**Knowledge, work and other relevant experience**

**Essential:**
- Communications expertise and the ability to lead and develop a team of communications practitioners, to deliver a high quality programme of outreach and engagement.
- Proven ability to deliver effective communications plans with demonstrable impact that respect all individuals and recognise diversity as a strength, including high profile campaigns across a range of online and offline channels.
- Comprehensive knowledge of, and ability to evaluate the strategic roles of a variety of communication disciplines, and the ability to combine them for maximum communication impact.
- Knowledge and experience of working with brand ambassadors and advocates, including volunteer management.
- Management skills and experience including: budget management, outsourcing services, project management, performance monitoring and data analysis

**Desirable:**
- Understanding or knowledge of Higher Education and / or business education.
- Good understanding of database systems and the principles of Customer Relationship Management.

**Personal abilities and qualities**

**Essential:**
- Delivers excellent service: consistently meets objectives and success criteria, and seeks to deliver the highest quality of work.
- Ability to influence senior decision-makers internally and externally.
- Ability to work flexibly, to deadlines, with tact and diplomacy, using judgement and initiative.
- Ability to work cross-functionally in complex structures to meet unit driven objectives.
- Ability to prioritise own varied workload, and that of team members.
- Ability to analyse problems holistically and use initiative, creativity and/or identify opportunities for innovation to resolve them, particularly where there may be conflicting
perspectives, and a range of potential solutions may be available.

**Additional requirements/Special circumstances**

**Essential:**
- Commitment to The Open University’s mission and values; ability to actively and clearly promote the OU vision internally and externally.
- Ability to understand and interpret complex academic subjects into content for an external audience.
- Ability to develop relationships internally and externally with tact, patience, perseverance and dynamism.

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

The role will involve working outside of normal office hours, to attend functions and networking events. Travel (domestic and international) will be required.

**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/](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/](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:                                                                 | 1. Complete the short application form |
|                                                                           | 2. Submit with your CV                |
|                                                                           | 3. Submit with Covering letter - no more than 4 sides of A4. |

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, please group these titles together where relevant and where examples cross over. Please pick out specific examples from your experience which clearly demonstrate that you have the particular knowledge and capabilities required in the person specification.

| Please ensure that your application reaches the University by: | Midday on 4 February 2019 |
|                                                               | 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 |

8. Selection process and date of interview

| The interviews will take place on: | Interviews are planned week commencing 25th February 2019 at Milton Keynes but this date may be changed if operationally required. |
| The selection process for this post will include | Presentation |
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.