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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<tbody>
<tr>
<td>Vacancy reference:</td>
<td>15668</td>
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<tr>
<td>Job title:</td>
<td>External Engagement Coordinator</td>
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<tr>
<td>Reports to:</td>
<td>External Engagement Manager</td>
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<tr>
<td>Salary:</td>
<td>£22,659 - £25,482</td>
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<tr>
<td>Terms and conditions:</td>
<td>Secretarial and Clerical</td>
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<tr>
<td>Grade:</td>
<td>G5</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>
</tr>
<tr>
<td>Location:</td>
<td>Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>Midday on Friday 1st March 2019</td>
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<tr>
<td>Type of application form accepted:</td>
<td>Electronic</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>Two</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td><a href="mailto:Resourcing-Hub@open.ac.uk">Resourcing-Hub@open.ac.uk</a> (FBL)</td>
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</table>
2. **Summary of duties**

**External Engagement Team**

The External Engagement team is responsible for implementing the External Engagement strategy which supports the diversification of revenue and builds the reputation and profile of the Law School and the Business School, a key indicator of which is the retention of triple accreditation. The team manages the Alumni Relations programme for business and management graduates, as well as the School’s integrated communications programme that includes the delivery of digital development, events, corporate communications and internal communications. In addition to these areas, the External Engagement team is also responsible for philanthropy, and corporate partnerships on behalf of the Faculty and working with central OU teams in the area.

**Main Duties:**

The External Engagement Coordinator works primarily on events, web and social media coordination, but also has responsibility for wider team support and administration.

The duties of the External Engagement Coordinator are detailed below.

**Events support**

Provide support to the events programme, including:

- Preparing collateral for events such as name badges, delegate lists, prospectus and other literature and marketing materials a required.
- Recording delegate data on relevant systems, including Alumni database Stratum and other systems as required.
- Attending events and providing on-site support to the External Engagement Manager (this may involve domestic and limited international travel).
- Editing presentations, ensuring compliance with brand guidelines and industry best practice.

**Digital Development Support**

Provide support to the digital development programme, including:

- Editing websites and blogs (for internal and external audiences)
- Maintaining image libraries to support the Digital Development Manager and Internal Communications Manager.
- Preparation of eNewsletters and eShots.
- Supporting webinars and online events, including attending rehearsals and events.

**Alumni Relations Support**

Provide support to the Business School Alumni, including:

- Providing administrative support to the Alumni Council an acting as a focal point of contact. Arranging meetings, pre-reading material, academic attendance and follow up actions. Book accommodation and travel as necessary and reimburse expenses.
- Support Alumni Council projects.
- Co-ordinate and deliver the Business Schools Mentoring Programme.
- Provide Alumni content for the OUBA Alumni monthly newsletter and construct the OUBS Careers
Bulletin.

- Co-ordinate the professional knowledge bank including proofreading and editing alumni articles and engaging and promoting accordingly, business book competitions and alumni webinars.
- Update the alumni webpages with relevant information, including events and recruitment guides.
- Developing alumni metrics reports.
- Collaborating with other teams to improve alumni services.

**External Engagement coordination**

Provide administrative support for the External Engagement programme, including:

- Recording External Engagement metrics on a monthly basis.
- Providing accurate information and advice to telephone enquirers, students, staff and external organisations.
- Monitoring External Engagement mailboxes and dealing with queries within agreed timescales on behalf of the External Engagement team, elevating queries if necessary to the Manager and Senior Manager as appropriate.
- Creating publications, including reports, for internal and external use.

**Other**

- Act as a flexible member of the External Engagement team.
- Carry out tasks as specified by Senior Staff, appropriate to grade

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**3. Person specification**

### Education, qualifications and training

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<tr>
<th>Essential:</th>
<th>GCSE grade C standard or equivalent in English and Maths</th>
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<tr>
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<td>Excellent IT skills including good working knowledge of word processing, electronic diaries, email, task list, PowerPoint, spreadsheets, database and internet packages. Strong Excel skills required.</td>
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</table>

| Desirable: | Events or communications related further education qualification. |

### Knowledge, work and other relevant experience

<table>
<thead>
<tr>
<th>Essential:</th>
<th>Relevant experience including:</th>
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<tr>
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<td>Experience of busy and varied administration work</td>
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<td>Previous experience of supporting events, including administrative support and on-site attendance</td>
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<td></td>
<td>Previous experience of working with Content Management Systems (CMS) and web editing</td>
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<td></td>
<td>Experience of using Social Media, specifically LinkedIn and Twitter</td>
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<td></td>
<td>Experience of representing an organisation in work-related situations.</td>
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Desirable:

• Experience of supporting a busy and diverse communications and/or engagement team
• Experience of working with confidential materials and an awareness of Data Protection issues
• Experience of proofreading others’ work
• Experience of representing an organisation

Skills and competencies

Essential:

• Excellent organisational skills: ability to manage own complex workload and support others to do the same
• Ability to maintain a high level of accuracy, demonstrating good attention to detail even under pressure
• Excellent oral and written communication skills including accurate written English skills
• Ability to communicate and liaise effectively with a wide range of people at all levels both inside and outside the OU
• Works as part of a team towards the common goal
• Responds quickly to changing priorities

4. Role specific requirements e.g. Shift working

Some working outside of core office hours (Monday – Friday, 09h00 – 17h00) is required for this role. Some travel is required, both domestic and international.

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. 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 output 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://business-school.open.ac.uk

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://law-school.open.ac.uk

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 email lucy.clarke@open.ac.uk

If you have any questions regarding the application process please email Resourcing-Hub@open.ac.uk (Quoting Ref 15668)
7. The application process and where to send completed applications

| How to Apply: | Complete the application form  
The application form has been designed to give the information needed at this initial stage. |
| 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 Resourcing-Hub@open.ac.uk (Quoting Ref 15668) |
| Please ensure that your application reaches the University by: | Midday on Friday 1st March 2019 |
| Applications received after the closing date will not be accepted. |

8. Selection process and date of interview

| The interviews will take place on: | Interviews are planned for Friday 15th March 2019 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 | An in-tray test and interview. |
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.