# 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>14448</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Student Engagement &amp; Insight Assistant</td>
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<tr>
<td>Reports to:</td>
<td>Senior Library Manager (Marketing, Quality &amp; Student Insight)</td>
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<tr>
<td>Salary:</td>
<td>£22,214 - £24,983</td>
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<tr>
<td>Terms and conditions:</td>
<td>Secretarial &amp; Clerical</td>
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<tr>
<td>Grade</td>
<td>5</td>
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<tr>
<td>Duration of post:</td>
<td>Temporary contract until 30 November 2018</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time (37 per week)</td>
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<tr>
<td>Location:</td>
<td>Library Services Walton Hall</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12:00pm (noon), 30 April 2018</td>
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**Type of application form accepted:** Long version and covering letter

Your covering letter, of no more than 500 words, should address why you are applying for the role and summarise your two main attributes that make you an ideal candidate for this post. Without this document the panel will not be able to shortlist you.

**Number of referees required:** 1 (most recent/current employer)

**Unit recruitment contact:** LTI-Recruitment@open.ac.uk
## 2. Summary of duties

### Purpose Statement

1. To support the gathering, analysis and dissemination of insight and market intelligence to enhance the student learning experience and support Student First initiatives.

2. To support development and delivery of marketing communications and promotional activities for Library Services, both within the University and to students and external audiences.

3. To promote and embody a positive attitude and behaviour, to encourage a future focused culture, being open to a changing environment and to champion the values of the organisation.

### Main responsibilities

1. Support the Student Insight & Communications Coordinator and other relevant staff to deliver student insight research projects including required administration relating to Library student panel.

2. To gather and collate user feedback in line with current processes using appropriate tools and software. To support the management of unit insight (research outputs) database using qualitative data analysis software.

3. To gather, collate and present Library data in line with current processes using appropriate tools and software. To support the reporting of Library activity through quantitative data visualisation.

4. To produce internal and external marketing and communications materials, including social media and collateral material (e.g. images, posters, flyers) in line with Unit communication plans and OU brand guidelines. To also provide support, advice and guidance to other unit staff required to write marketing communications for internal or external audiences.

5. Contribute to maintaining Library Services web and intranet pages in accordance with relevant guidelines.

6. Provide support for online and in-person real time events.

7. To support the investigation and trial of new or innovative methods of digital marketing communications.
# 4. Person specification

## Education, qualifications and training

<table>
<thead>
<tr>
<th>Essential:</th>
<th>Educated to A level standard or equivalent, or equivalent professional experience</th>
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<tbody>
<tr>
<td></td>
<td>English and Maths at GCSE level C or equivalent</td>
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<tr>
<td>Desirable:</td>
<td>Has a recognised marketing qualification (such as CIM Professional Certificate in Marketing) or can demonstrate commitment to gaining this qualification</td>
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</tbody>
</table>

**Measured by:**
- A. Application
- B. Test
- C. Interview

## Knowledge, work and other relevant experience

<table>
<thead>
<tr>
<th>Essential:</th>
<th>Experience of data and feedback collection and analysis (including both qualitative and quantitative sources)</th>
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<tbody>
<tr>
<td></td>
<td>Evidence of creating and delivering written communications to different audiences through a variety of channels</td>
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<tr>
<td></td>
<td>Excellent IT skills, especially Outlook, MS Excel, Word and PowerPoint.</td>
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<td></td>
<td>Experience of writing for web based mediums</td>
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<td></td>
<td>Experience of using social media in a work or other professional environment</td>
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</table>

| Desirable: | Experience of organising successful events, for large and small groups |

**Measured by:**
- A, B, C

## Personal abilities and qualities

<table>
<thead>
<tr>
<th>Essential:</th>
<th><strong>Excellent organisational skills</strong>: ability to manage own workload and balance conflicting demands; evidence of good time management including decision making and prioritisation when appropriate.</th>
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<td></td>
<td><strong>Initiative and problem solving</strong>: evidence of using initiative to identify and solve problems proactively; using good judgement to refer issues upwards as necessary, seeking efficiencies and challenging existing practice in a constructive manner.</td>
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<td></td>
<td><strong>Team working</strong>: ability to build proactive working relationships; evidence of working collaboratively across organisational boundaries to achieve common goals.</td>
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<td></td>
<td><strong>Working under pressure</strong>: remains effective and positive even under pressure.</td>
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<td></td>
<td><strong>Embracing change</strong>: ability to be receptive to new ideas, responding quickly to changing priorities and see change as an opportunity. Evidence of ability to identify new opportunities and to adjust to changing demands.</td>
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</table>

| Desirable: | N/A |

**Measured by:**
- B, C
5. Role specific requirements e.g. Shift working

None.

5. About the unit/department

The Open University
The Open University (OU) transforms lives through education. It is the United Kingdom's only university dedicated to distance learning, and teaching over 170,000 people every year, the OU has become by far the largest university in the UK. The University promotes educational opportunity and social justice by providing high-quality university education to all who wish to realise their ambitions and fulfil their potential.

Translation, Learning and Teaching Innovation Portfolio
Translation sits within the Learning and Teaching Innovation Portfolio. Translation is a new collaboration between Library Services, the Open Media Unit, Development and Production, Commissioning and Technology Enhanced Learning with approximately 450 staff. We work collaboratively with Faculties, Partners and Students to understand, shape and deliver the design, development, and production of their curriculum and corporate solutions. We produce and maintain learning environments for around 600 modules and other projects. We are pushing the boundaries of learning technology, design, student experience and innovation, and placing students at the heart of our work.

Library Services
The Open University Library is recognised as being at the leading edge of delivering library services to distance students responding positively to new opportunities and challenges within a rapidly changing environment. Supporting innovative teaching, learning and research, enabling access to world-class resources and developing student’s skills that enable them to become independent learners and enhance their employability.

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 Selena Killick on 01908 659209 or email: selena.killick@open.ac.uk.

If you have any questions regarding the application process please contact email: LTI-Recruitment@open.ac.uk.

7. The application process and where to send completed applications

Please ensure that your application reaches the University by: 12:00pm (noon) on Monday 30 May 2018.
Your application should include:

To be considered for this post, please ensure that you send a completed application form and a covering letter as set out below.

**Application form**

The selection panel will be paying particular attention to the following section of the application form: “Please use this space to describe briefly the nature of your present appointment or any other information you consider relevant to this application not covered elsewhere”.

**NB:** It is important that candidates complete all sections of the application form in full.

**Covering letter**

Please set out in no more than 500 words the following:

a) Why you are applying for the role
b) Your 2 main attributes which make you an ideal candidate for this post

*Without this document the panel will not be able to shortlist you.*

*A CV is not required and will not be considered as part of the selection process.*

*Please quote the correct vacancy reference for the post you are applying for.*

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**Post it to:**

Name/Job title: Staffing Assistant (LTI)

Department/Unit: Library Services

Address:

Library
The Open University
Walton Hall

Post Code: MK7 6AA

Or e-mail your application to: LTI-Recruitment@open.ac.uk
### 8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Selena Killick, Senior Library Manager (Marketing, Quality &amp; Student Insight)</th>
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</thead>
</table>
| The other members of the interview panel will be: | Richard Nurse, Senior Library Manager (Digital Services Development)  
Katherine Moore, Learning & Teaching Librarian |
| Assessments and interviews will take place on: | Thursday 10th May 2018  
*Shortlisted candidates will need to be available all day* |
| The selection process for this post will include | Assessments and interviews will be held on Thursday 10th May 2018  
(shortlisted candidates will need to be available all day).  
The selection process for this post will include additional activities designed to assess your ability to meet criteria.  
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. |

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.

If you have submitted an application for this post, you can expect to hear from us no later than two weeks after the closing date as to the outcome of your application.

Applications received after the closing date will not be accepted.