Job Description – Senior Manager External Engagement, Ref - 16692

Reports to: Head of Planning and Operations (Languages & Applied Linguistics)
Location: Milton Keynes
Grade: 8 - £41,526 - £49,553 per annum
FTC until 30th October 2020 – 29.6 hours per week spread across either 4 or 5 days each week

About the role

The Senior Manager External Engagement will be part of the Faculty for Wellbeing, Education and Language Studies, reporting directly into the Head of Planning and Operations (Languages and Applied Linguistics). The School of Languages and Applied Linguistics is home to over 12,000 students, more than 370 part-time staff, 58 academic staff, 16 academic-related staff and 39 doctoral students. We are the UK’s major provider of open and distance education in the fields of languages and applied linguistics. Our students, and some of our staff, are located across the UK and beyond.

The role will be offered as a fixed term contract running until 30th October 2020, covering a period of maternity leave. The post will be for 29.6 hours per week spread across either 4 or 5 days, to be negotiated on appointment.

The role holder will oversee the development of new and existing non-accredited short courses, co-ordinated under the structure of a Language Centre; will co-chair the Non-Accredited Learning Steering Group; and will lead on project management and delivery to take plans from concept to market. They will work closely with the Head of School and other members of the School’s senior team to develop new approaches to income diversification using existing curriculum assets and expertise within the School, as well as enterprise and business innovation to create new sustainable revenue streams for the School, both nationally and internationally.

Role profile

Working closely with the Head of School, Associate Heads of School, Directors and other relevant stakeholders, the post-holder will:

- Co-chair the School’s Non-Accredited Learning Steering Group, manage the Language Centre as a project, and oversee the development and marketing of new income-generating short courses
- Develop a marketing and communications strategy for key external audiences
- Engage with a wide range of internal and external stakeholders to further the strategy and plans for non-qualification-based offerings.
- Contribute towards the School and Faculty’s income diversification agenda, representing the School both internally and externally and identifying opportunities to support the School.
- Support implementation of the School’s overall strategic business plan and ensure its integration with curriculum planning.
- Identify and appraise opportunities for business development in the Languages and Applied Linguistics sectors, such as calls for tenders and other externally-funded projects; and lead the development of tenders, liaising with other Units to present a seamless University offer. Evaluate, offer feedback and report to the School on these activities.
- Provide authoritative advice, support and guidance to partner institutions in respect of collaborative provision.
• Agree, monitor and meet income targets for the Language Centre and Non-Accredited Learning.
• Evaluate, offer feedback and report to the School on business development opportunities.
• Prepare any papers or reports as required.
• Undertake further duties on behalf of the Head of School as required.

Skills and experience

Essential:

• A degree or equivalent qualification, or significant work experience at a comparable level
• Demonstrable knowledge and understanding of the national and international market for languages and applied linguistics.
• Experience in managing projects
• Experience of financial planning, including budget setting and monitoring.
• Competent in use of ICT as a planning, management and communications tool.
• Confident in representing the School, Faculty and University (nationally and internationally).
• Experience of setting up and conducting stakeholder engagement activities.
• Understanding of marketing principles and of taking new courses or products to market
• Excellent oral and written communication skills, including the ability to interpret and apply policy and convey information effectively to a wide range of audiences
• Ability to anticipate risks, analyse and solve complex problems using own initiative, make timely decisions and propose workable solutions
• Excellent interpersonal, influencing and negotiating skills, including the ability to persuade and influence others over whom there is no formal authority
• Excellent team working skills with the ability to lead and work co-operatively and responsively in a variety of settings
• Ability to remain highly effective under pressure
• Understanding of, and commitment to, the promotion of equality, diversity and inclusion.

Desirable:

• A professional qualification or postgraduate qualification
• Knowledge of the academic fields of languages and/or applied linguistics
• Experience of working in a higher education distance learning environment
• Understanding of MOOCs, short courses, non-degree-bearing curriculum and the wider external landscape
• Awareness of and commitment to, the ideals and values of the Open University
• Commitment to continuing personal development