Further particulars

**JOB TITLE:** COMMUNICATIONS, EVENTS AND RELATIONSHIPS COORDINATOR, MST IN ENTREPRENEURSHIP/POSTGRADUATE DIPLOMA IN ENTREPRENEURSHIP (FIXED TERM)

**REPORTS TO:** ENTREPRENEURSHIP CENTRE PROGRAMME & ADMISSIONS MANAGER

**Background**

The Entrepreneurship Centre at Cambridge Judge Business School is currently recruiting a Communications, Events and Relationships Coordinator for its MST in Entrepreneurship and Postgraduate Diploma in Entrepreneurship programmes. Established in 2015 under the patronage of HRH The Duke of York, KG, the Entrepreneurship Centre at the School aims to inspire, enable and research entrepreneurship. It builds on the School’s track record in entrepreneurship and consolidates its strategy and vision by bringing together the School’s programmes and activities in entrepreneurship, building a coherent and coordinated offering in entrepreneurship. The Centre supports the full entrepreneurial journey starting with the empowerment of aspiring entrepreneurs, through the creation and development of early-stage ventures; and all the way to small and medium size enterprise growth.

The Centre currently offers a range of programmes including Accelerate Cambridge, the SME Growth Challenge, and the Postgraduate Diploma in Entrepreneurship (PGDE) (a qualification awarded by the University of Cambridge). In September 2018 it will launch a Master of Studies in Entrepreneurship; marketing and student recruitment for this programme will start in September 2017.

The Postgraduate Diploma in Entrepreneurship has historically attracted around 30 students on an annual basis, however the 2017/18 cohort is expected to be 80 or more. The programme is part time and is designed specifically for entrepreneurs and as such attracts a cohort of students who are diverse in terms of their interests (range of industry sectors), experience (ranging from recent graduate to very experienced entrepreneur) and geographical location (currently based in nine different countries). The MST in Entrepreneurship aims to attract 25 students in the first intake and to grow cohort to a size of 80 per annum by year three of its running (2020-2021) with students spread amongst year one and year two.

**The role**

The role is pivotal to the Master of Studies/Postgraduate Diploma in Entrepreneurship through building a community and ecosystem around the programme that both supports its effective delivery and enables recruitment of students and facilitates programme growth. The programme is one of the flagship programmes of the Centre at CJBS and as such the growth and reputation of the programme is, in addition central to the success of the Centre overall.

The Coordinator works as part of a small team dedicated to the programme and takes proactive leadership and responsibility for the management of key events within the programme cycle related to recruitment, programme delivery and the presentation of the Diploma award; building an alumni...
community to continue the spirit of collaborative entrepreneurship and entrepreneurial learning within and across programme cohorts; and in developing and nurturing relationships in support of business development for programme growth and with networks and ecosystems that have the possibility to enhance the programme.

The role holder reports to and supports the Programme Manager, Master of Studies/Postgraduate Diploma in Entrepreneurship. The role holder also works closely with the Programme and Admissions Coordinator to ensure that events effectively support the programmes’ admissions and delivery cycles and with the programme faculty with regard to events which support the learning objectives of the programme.

MAIN RESPONSIBILITIES

Communications to prospective students

- The marketing strategy for the MSt/PGDip is based on frequent communication with prospective students. In line with twenty first century marketing, this is largely around the creation, curation and presentation of relevant and useful content, which helps prospective students become aware of the problems they may have which we can address if they join the programme and community, understand the nature and value of the benefits we offer, understand and picture how much they will appreciate the benefits, and make it as clear as possible how to successfully join the community.

- The role holder will co-ordinate the creation, curation and presentation of such content, researching it, at times creating it, and developing a year-round programme of communications. They will organise the scheduling and delivery of the content through the School’s CRM system. Working with the Centre’s marketing team they will ensure that all communications support and align with the School and the Entrepreneurship Centre brands.

Building a programme community

- Take proactive leadership in the development of a community of alumni and current students, including a programme of networking. Cultivate continued support from alumni for the Master of Studies/Postgraduate Diploma and its community:
  - Act as the first point of contact for alumni of the Master of Studies/PGDE within the programme and Entrepreneurship Centre Team. Respond to enquiries and questions and signpost alumni as appropriate to other colleagues within the Master of Studies/PGDE team, the Centre or across the wider School team as appropriate.
  - Support the needs of current students of the Master of Studies/Postgraduate Diploma in Entrepreneurship particularly in terms of their social and networking needs to ensure development of a strong cohort and peer learning experience. Proactively facilitate connections between current students and alumni.
  - Develop and manage a database of Master of Studies/PGDE alumni including contact details and key information relating to their career development. Regularly liaise with alumni to track their progress as entrepreneurs and the development of their businesses and record details of this—both to feed into communications and to assess programme effectiveness.
  - Identify case studies and interesting alumni stories for possible development of news stories, articles etc. for programme marketing or as case study projects and examples for the
development of learning content for the programme. Highlight case examples and stories to the Marketing Team as appropriate.

- Identify and develop alumni as ambassadors for the programme who may attend and speak at recruitment events, or actively support and promote the programme in other ways. Listen to their ideas and work with them creatively to support their involvement. Build strong and positive relationships with these individuals and ensure that they are well supported and that their contributions are acknowledged.

Management of key programme events

Lead and manage the implementation of key events that form part of the Master of Studies and Postgraduate Diploma in Entrepreneurship (PGDE) calendar of activity. Including but not limited to programme recruitment and marketing events; dinners, networking events and other specific learning events within residential sessions; the programme’s annual graduation/awards ceremony and other alumni and mentor/ contributor focused events and activities:

- Liaise collaboratively with the Programme Director, Programme and Admissions Manager; Programme Faculty or Head of Marketing and Communications as appropriate to define the scope, budget and objectives of event and to determine audiences for attendance and identify any collaborating partners or sponsors.

- Understand the needs and demands of each event and proactively contribute ideas and suggestions to enhance event success.

- Create, prepare and implement detailed event management plans, collaborating with other members of the team to establish clear timelines and milestones and with respect to the allocation of tasks. Monitor progress and ensure appropriate decision making such that excellent relationships are maintained alongside successful event delivery.

- Plan, execute and supervise aspects of event organisation e.g. source and book venues, facilities, equipment, catering and other detailed logistics and suppliers such as photography, academic robes suppliers. Work as appropriately with suppliers/subcontractors and the venue to ensure that event/programme runs smoothly and negotiate where necessary to achieve best value for the programme.

- Invite and co-ordinate with event speakers and other dignitaries (e.g. Pro-Vice Chancellors for the presentation of certificates at the award ceremony). Ensure that they have all event details and practical arrangements are made.

- Liaise with collaborators and sponsors of events to ensure that aims, objectives and their contribution to events are aligned with our own and with regard to practical and other details e.g. branding and where appropriate liaise with the Marketing and Communications Manager.

- For learning events linked to residential or other sessions, manage the relationship with contributors, speakers, entrepreneurs, mentors and facilitators. Source these contacts where necessary, invite and introduce contributors to programme and maintain professional relationship throughout their involvement. Ensure all are fully briefed with regard to practical arrangements, confidentiality agreements and programme details and arrange training or briefing sessions as required. Build and maintain relationships, anticipate needs and requirements and take responsibility for their welfare during their involvement.
• Develop invitation lists in collaboration with other team members, devise, format and send out invitations and then manage responses, attendee lists and prepare and send out follow up communications to attendees with detailed event information. Set up the e-sales system where events require payments to be made and advise attendees as appropriate.
• Lead the ‘on the ground’ management of events (event set-up, registration etc.) engaging the support and assistance of other team members or individuals from collaborating organisations.
• Initiate the risk assessment process for all events and manage health and safety aspects and requirements of programmes. Liaise with venues and collaborators as required.
• Plan, book and manage appropriate travel arrangements for programmes including international travel, insurance and visas for programme team and other contributors.
• Recruit and manage any additional temporary staff to ensure the smooth running of events and programmes.

Entrepreneurial ecosystem development and management

As two of the flagship programmes of the Entrepreneurship Centre, the Master of Studies/Postgraduate Diploma in Entrepreneurship both benefit and contribute to the Centre’s entrepreneurial ecosystem and the role holder is critical to the effectiveness of this by:
• Supporting relationship management with programme contributors (mentors, faculty, external contributing teachers) and working with other team members to develop relationships that may benefit the programme and its community members.
• Proactively collaborating with other parts of the Centre in support of events and learning opportunities and developing opportunities for mutual benefit e.g. working with the Accelerate Cambridge Team to enable accelerate companies to network with Master of Studies and PGDE students and alumni both informally and as case study projects
• Signposting Master of Studies and PGDE students and alumni to relevant events and activities within the Centre and/or within the wider School.
• Raising awareness of the activities of the Master of Studies and PGDE with colleagues within the wider Entrepreneurship Centre and exploring collaborative opportunities.
• Liaising with the Centre’s colleagues when compiling invitation lists for Master of Studies and PGDE learning and other events so that appropriate guests are invited and contributors are neither conflicted nor over used.
• Proactively supporting colleagues within the Centre when appropriate and when required in the staging and implementation of events.

Financial administration

• Financial planning and execution: purchase services and supplies within agreed event or project budgets; prepare and implement paperwork for payments to any guest speakers information capture, update and track project plans and budgets, keep records of income/expenditure, project reporting; collation of all invoices and receipts; check they are correct and to submit to accounts. Initiate any invoicing to client organisations and ensure payment is received.
• Maintain accurate records for financial purposes e.g. timesheets, expenditures and expenses in accordance with University finance procedures liaising with the Director of the Master of Studies and Postgraduate Diploma in Entrepreneurship and Finance team as appropriate

• Collate and submit expenses claims for the Programme Manager.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to demonstrate how your own experience meets these requirements in the ‘suitability for the role’ section of the online application form.

• Educated to degree level or equivalent.

• Outstanding organisational and administrative skills.

• Substantial experience of project and event management in business and/or university environment.

• Substantial experience in managing and delivering large complex projects.

• Experience in managing, monitoring and reporting budgets – some projects could be highly complex such the European Commission funded project.

• Extensive experience in the management of teaching and training programmes at the interface of academia and industry.

• IT skills (MS Office, databases).

• Editorial and design skills for course materials, contributor/attendees information and marketing literature and websites.

• Financially numerate with a large degree of accuracy.

• Persuasive and diplomatic manner, ability to deal with senior corporate organisations, successful entrepreneurs and funding bodies/sponsors in the cross-cultural environment.

• Organisation and time management skills, and ability to work under pressure.

• Negotiation and interpersonal skills.

• Ability to multi task effectively and work concurrently on several distinct and unrelated projects.

• Must be flexible and adaptable and able to respond quickly and adapt to change.

• Willing and able to adapt to unfamiliar physical and social environment.

• Ability to organise own time within a broad remit, taking initiative and making decisions when necessary, prioritising workload, remaining calm under pressure and meeting deadlines.

• Able to work unsocial hours, often late at night and at weekends.

Benefits

This is a full-time position working 36.5 hours per week. Holiday entitlement is 28 days per annum plus eight days of public holidays. There will be a six-month probationary period. The salary will be in the range £25,298 – £29,301 per annum.

The funds for this post are available for two years in the first instance.
The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful Universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport.

Pension scheme details, including information about the legal requirement for the University to automatically enrol its eligible jobholders into a qualifying workplace pension scheme from 1 March 2013, is available at: www.pensions.admin.cam.ac.uk.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is 9 August 2017.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the
Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact a member of Cambridge Judge Business School’s HR team who are responsible for recruitment to this position, on (01223) 339637 or by email on hr@jbs.cam.ac.uk. Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.