JOB TITLE: BUSINESS DEVELOPMENT & PROGRAMME MANAGER FOR THE MASTER OF STUDIES IN SOCIAL INNOVATION

REPORTS TO: DEPUTY HEAD OF EDUCATIONAL & TEACHING SUPPORT AND EXECUTIVE DIRECTOR

Background

The role is pivotal to the successful and efficient delivery of the Master of Studies (MSt) in Social Innovation on behalf of Cambridge Judge Business School. The role holder will take a leading role in business development and take full responsibility for the day-to-day administration and operation of the MSt Social Innovation programme, including the co-ordination of any interdepartmental activities. The role holder is responsible for ensuring that the programme meets the requirements of Cambridge Judge Business School’s Degree Committee and the University Statutes & Ordinances.

The role holder will play a key role in developing and co-ordinating the organisation and management of resources to achieve the timely completion of this project. The role holder is the first point of contact for students, from the submission of an application until graduation and beyond. The role holder is also the central point of contact between the Master of Studies Programme Director and any other parties within the School, the University and the Colleges.

Each cohort is up to 35 students drawn from the corporate, public and third/NGO sectors and international in scope. The role holder reports to the Deputy Head of Educational & Teaching Support and Executive Director. The role holder will be expected to take proactive leadership and responsibility in several core areas essential for the delivery of the programme including business development (including marketing), events, management of admissions, programme administration and logistics, student support and welfare, management of student records. The role will also play a key role in the co-ordination of the delivery of course materials (online and residential) and in setting up and testing the virtual learning environment (VLE).

The role

Main responsibilities

Business development

- Responsibility for developing and implementing the MSt in Social Innovation Business Development Plan with the Programme Director within the framework of the Cambridge Centre for Social Innovation (CCSI).
• Preparing and presenting proposals on strategic opportunities for programme development in the context of market analysis undertaken.

• Developing relationships with corporate, public and non-governmental organisation (NGO) clients identified as potential sources of students and future employment for graduates.

• Assisting the Programme Director in co-ordinating the development of the plan with the CCSI team, MSt faculty and External Engagement team to include a recruitment strategy and a plan for market research, network development (including locally, internationally and online), fundraising (scholarships), public outreach and engagement, and course material development (e.g. case studies).

• Implementing the plan in liaison with appropriate School staff.

Recruitment strategy and marketing plan

• Designing a recruitment strategy and a marketing plan in line with recruitment trends and needs, liaising with the School’s External Engagement team.

• Performing market research, carrying out competitor analysis, and comparing trends, nature and content of the programmes.

• Collating marketing statistics (e.g. from enquiries, activities, social media campaigns) and provide regular reports.

• Preparing marketing collaterals and online promotional content. Identifying suitable platforms for printed and online advertising, in the light of potential return on investment.

• Optimising online presence on CCSI social media channels and the School’s website. Maintaining accurate programme information on the programme website, liaising with the Online Communications team.

• Producing a termly newsletter to highlight programme achievements and students’ successes.

• Advising the Media Relations team of any newsworthy stories relating to the programme.

• Identifying and attending suitable conferences and fairs to promote the programme to targeted audiences.

• Persuading and briefing faculty to perform promotional activities while business travelling overseas, and handling the necessary arrangements via agents or with partner organisations.

• Networking: supporting business development activity with organisations and key clients who act as channels to potential programme applicants, build relationships with them at conferences or other events. Organising visits for such clients, managing any specific arrangements such as accommodation and meeting rooms.

• Managing programme enquiries proactively, responding to initial enquiries from prospective applicants. Developing and implementing systems and processes for enquiries management, data collection and tracking to provide regular updates on traffic. Providing guidance and assistance to applicants during the applications process and establishing connections between prospects and current students.
Admissions management

- Responsibility for the overall management and administration of the student admissions process to the programmes.
- Data management.
- Secretary to the Admissions Committee, co-ordinating virtual meetings of the committee and interviews with candidates, preparing and circulating agendas and database reports, taking and circulating the minutes, and implementing agreed actions.
- Querying CamSIS to filter received applications, logging them individually onto a local student database and maintaining the database for admitted students, linking admissions data to subsequent performance data.
- Creating files for each student, forwarding them to the relevant Programme Director and relevant academic staff and keeping records of their subsequent movements and the final decision made for each student.
- Completing electronic documentation to communicate the decision on accepted applicants to the Institute for Continuing Education (ICE).
- Following General Data Protection Regulation (GDPR) guidelines, maintain files and records of current students and create archives for past students.
- Producing snapshots of the applicants profile and of the cohort profile to inform and improve the student recruitment strategy of the following cycle.

Internal communications

- Liaising with ICE and other parties within the University of Cambridge (Colleges, funding bodies and other departments) over progress relating to applicants.
- Providing the Secretary to the Faculty Board and ICE with timely and accurate information.
- Submitting the recommendations of the Admissions Committee to the Cambridge Judge Business School Degree Committee for approval.
- Submitting non-standard cases to the ICE Academic Policy and Operations Committee for approval.
- Taking a customer service-oriented and proactive approach to enquiries by prospective students, ICE and other relevant departments regarding pre and post application matters.
- Providing the students with College membership advice and liaising with the Colleges’ admission teams to allocate places to all the students with an offer into the programme.
- Acting as the intermediary between scholarship providers and applicants and being the Secretary of the Scholarships Committee, which involves preparing database reports, circulating applications per category, taking the minutes and informing all stakeholders of the awards outcome.

Admissions function update and improvement

- Keeping abreast of current developments throughout the University or other external bodies that may have an impact on the masters.
• Liaising regularly with the Secretary to the Faculty Board (Programmes Office) and ICE to stay abreast of changes that may impact on the masters and action as appropriate.

• Leading the continuous improvement cycle of the programme, ensuring the optimisation of the admissions process on an annual basis.

Programme management

• Responsibility for the day-to-day management of the programme (two cohorts at a time).

Planning

• Devising an annual schedule that marries the online-residential-assessment phases of the programme.

• Confirming the availability of faculty to deliver each of the phases.

Residential student experience

• Leading and managing all programme logistics for residential sessions, liaising with the School’s Facilities Team and other venues to ensure all needs and special requirements are met, and that any risks are considered and assessed.

• Liaising with Colleges to agree a suitable time and activities for the students to enjoy College facilities during the residential stay.

• Timetabling the programme in co-ordination with other taught programmes within the School; organising changes to the timetable due to emergencies or unforeseeable change of circumstances; booking rooms for any additional classes, seminars and other events and informing students accordingly.

Online student experience

• Project managing the review of course materials (online and residential) and liaising with the Digital Learning Team to ensure that the virtual learning environment (VLE) is set up in a timely manner for each course, and that all IT requirements are in place.

• Devising strategies to ensure the distance learning experience resembles the experience of Cambridge-based students – for example, keeping students informed of relevant events being broadcasted live; linking students overseas with organisations of the CCSI network based in the same geographical area; scheduling online tutorials and office hours that are suitable to a range of time zones; planning guest lectures at the end of each day during the residential week to maximise the time that the students spend in Cambridge.

• Preparing a programme information site in the VLE to host programme and courses documentation such as the handbook, details of assessment methods and deadlines, practical information and study support resources.

• Scheduling the delivery of the units of each module and liaising with faculty to ensure the timely availability of study materials to participants. Updating and enhancing the contents in the VLE, including study materials and notices, and ensuring that all students and staff involved are enrolled in the correct capacity. Informing participants when new materials or updates are available.
• Compiling reading lists under the direction of the programme faculty and ensuring that all the required reading is available in electronic format. Liaising with Information & Library Services team or (where necessary) with providers to purchase licences to reproduce chapters or to procure e-books and case studies to students.

• Co-ordinating coursework and dissertation submission, including the implementation of coursework submission procedures; preliminary selection of second markers according to the subject areas; receiving submitted coursework; distributing coursework to lecturers for marking; collating markers assessment reports; releasing of provisional grades and feedback to students; and maintaining mark book spreadsheets.

Programme delivery function update and improvement

• Ensuring that electronic and web-based information relating to the programme is up to date, including the prospectus (GAO database), programme specification, handbook and module outlines.

• Keeping abreast of current developments throughout the University or other external bodies to inform any updates to the student handbook.

• Organising student feedback procedures each term as required by the School, including: preparation of feedback forms, distribution to students, collection, production of charts and reports to clearly represent the students feedback results, report summary evaluations to teaching committee, and participate in faculty response and implementation.

• Secretary to the Master of Studies in Social Innovation Teaching Committee, co-ordinating meetings, preparing and circulating agendas and papers, taking and circulating minutes and implementing agreed actions, and ensuring that feedback is incorporated into the next cycle.

• Planning on an annual basis the continuous improvement of administrative procedures relating to the Master programme in the light of experience and feedback from students and staff.

• Drafting and submitting papers for consideration at the Degree Committee or the Directors Advisory Group, evidencing and justifying the need for additional resource to deliver a new or enhanced element of the programme.

• Benchmarking of other University programmes to have up to date information on the quality of the service provided by competitors.

Student support and welfare

• Taking a customer service-oriented and proactive approach to current student enquiries.

• Acting as the first point of contact for programme-related advice and information for current students.

• Providing support to student queries related to the VLE and resolving them where possible, referring more complex or difficult problems to the IT team as appropriate.

• Being the first point of contact for students worried about their performance or who have pastoral care issues. Listening to and supporting these students and deciding when to refer the case to the Deputy Head of Educational and Teaching Support and the Programme Director.

• Handling extensions to submission deadlines as well as intermission requests, advising students on viable timeframes to resume study.
• Issuing letters across the year as requested by students - confirming their status at Cambridge, confirming their performance and marks at the end of the year and until the official transcripts issued by the University are produced later in September. Also issuing letters for incoming students and alumni as requested.

Financial and budgetary responsibilities

• Producing programme budgets in line with University procedures.
• Prioritising resource allocation within budgets.
• Issuing of official purchase orders for supplies and services.
• Authorising expenditure within budgetary constraints.
• Monitoring expenditure against budgets.
• Proposing and justifying the tuition fees for the year ahead.
• Issuing financial guidelines to new students, ensuring that the fee collection can be done in a timely manner, reminding students of instalment dates, and following up any debts.
• Reporting to Deputy Head of Educational and Teaching Support and Programme Director regarding budgetary matters.

Examinations and assessment

• Responsibility for the overall management of the examinations and assessment requirements of the programme.
• Secretary of the Examinations Committee, liaising directly with the Chair of Examiners over the examinations timetable. Co-ordinating and administering the examinations process, preparing and distributing agenda and all papers for Examiners meetings, and taking the minutes of such meetings.
• Liaising directly with ICE, the Board of Examiners and the Secretary of CambridgeJudge Business School's Degree Committee to forward all the necessary information relevant to the examination process, from registration of the modules to final examination results and graduation.
• Creating a mark book containing details of all grades for all students for the year.
• Liaising with all parties involved in disciplinary interviews or special cases (such as cases of plagiarism, failure or ill health) including Proctors and College Tutors. Organising the meetings and recording the interviews. Ensuring the requirements of the University Statutes and Ordinances are adhered to, at the same time as ensuring that that students are dealt with in an appropriate manner.
• Making all arrangements for any cases of viva voce.
• Ensuring all examination and assessment-related procedures are consistent with guidelines and circulars issued by the University.
• Briefing faculty to perform online marking and to return feedback to the students via Moodle.
• Analysing student scores over time to measure learning gain.

Other programmes and projects

• Working with CCSI team members to co-ordinate, market and deliver events and activities.
• Working supportively with the team on a reciprocal basis during times of pressure and work overload. This may include management and organisation of other major projects of CCSI.
• Sharing best practice with other MST programmes by being an active member of the existing practitioner groups.
• The role holder deputises for the Academic Programme Director at committee meetings. Managing temporary employees.
• From time to time the role holder may also be required to perform other duties based on grade of the post and current work commitments.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a covering letter demonstrating how your own experience meets these requirements:

• Educated to degree level or equivalent.
• Project management (desirable).
• Excellent communication skills at all levels – written and verbal.
• Excellent organisational and administrative skills.
• Fully competent with Microsoft Office (Word, Excel, PowerPoint), email and the web.
• Cultural adaptability and sensitivity in working with international students and in supporting part-time and international students at a distance.
• Excellent presentation skills.
• Significant experience in an administrative environment, ideally within the higher education sector.
• Experience of marketing.
• Experience of event management.
• Experience of working effectively with faculty to develop course material.
• Experience of working effectively as a team member.
• Experience in using CamSIS (desirable).
• Experience in using VLE (desirable).
• Ability to work on own initiative and under pressure.
• Flexible, adaptive and able to manage ambiguous situations.
• Ability to deal sensitively with difficult situations.
• Understanding of data protection (including General Data Protection Regulation), and confidentiality issues.
• Accuracy and attention to detail, and ability to maintain this under pressure.
• Ability to create and interrogate databases.
Benefits

This is a full-time position. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £30,395-£39,609 per annum.

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. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

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 Sunday 2 December. Interviews are expected to take place on 12 December or 13 December 2018.

Applicants are required to provide details of three 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) 768497 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.