

JOB TITLE: PROGRAMME CO-ORDINATOR (MARKETING AND ONLINE LEARNING SUPPORT), MASTER OF STUDIES IN SOCIAL INNOVATION (FIXED TERM, PART-TIME)

REPORTS TO: BUSINESS DEVELOPMENT AND PROGRAMME MANAGER

Background

The Master of Studies (MSt) in Social Innovation is a part-time graduate programme delivered over two years. It includes online delivery and four residentials of a week each in Cambridge.

The [Cambridge Centre for Social Innovation](#) (CCSI) at Cambridge Judge Business School (CJBS) brings students and the social, corporate, and public sectors together to disseminate research findings and turn ideas into action. The Centre aims to be a hub for global thought leadership and practice in making social change.

Creating sustainable social and economic value through generating and disseminating knowledge, as well as supporting the development of, social ventures is central to Cambridge Judge Business School's vision.

The role

The Master of Studies in Social Innovation programme is seeking to appoint a part-time (0.5 FTE) Programme Co-ordinator to manage the day-to-day administration of the programme.

The programme provides an overview and understanding of social innovation and approaches to address social, cultural, economic, and environmental challenges and opportunities. It is aimed at middle and senior level leaders in NGOs, public bodies, and the private sector. Each cohort (recruited annually) is expected to have around 35 students and be international in scope.

The role holder is the first point of contact for candidates to the programme from the point that they express an interest in the course until they submit an application. They are expected to work closely with the MSt Social Innovation Business Development and Programme Manager and to co-ordinate two areas which are essential for the success of the programme: student recruitment (marketing the programme to potential candidates and organising events) and online programme delivery support (maintaining the virtual learning environment (VLE) and facilitating online teaching).

Main responsibilities

Marketing co-ordination (recruitment)

- Manage programme enquiries proactively, respond to communications (e.g. by email or phone) from prospective applicants, maintain the customer relationship management (CRM) database (Microsoft Dynamics) in compliance of GDPR, and provide an analysis of the queries received.
- Plan and deliver a marketing plan for each annual cycle, liaise with the CJBS External Engagement team and the Institute of Continuing Education (ICE) Marketing team: prepare marketing collaterals and online promotional content; maintain the programme information of the website; interrogate databases to follow leads; co-ordinate online and in-house recruitment events (such as the CJBS Experience Day and the University of Cambridge Postgraduate Open Day); represent the programme at appropriate marketplaces to promote the Master of Studies in Social Innovation to targeted audiences; and keep advocates up to date with programme developments and networking opportunities.
- Collate marketing statistics to support the improvement of the recruitment strategy and the following cycle of marketing planning.
- Collaborate with the External Engagement team (e.g. alumni relations co-ordinators) and other parts of the CCSI in support of events that could benefit the recruitment function. For example, leverage the guest speaker lectures (sponsored by CCSI) during residentials to engage leads and the existing social media channels to raise awareness of the good work done by lecturers and students in the programme.
- Share the ownership of the LinkedIn MSt in Social Innovation Community group with alumni and students in the programme.
- Be a member of the CJBS marketing working group.
- Procure goods and services for marketing and recruitment activities.

Programme co-ordination: online phase support

- Ensure that all students and staff involved in the programme are enrolled in the correct capacity.
- In co-ordination with the Digital Learning team and the programme faculty, proofread and maintain (e.g. keep hyperlinks up to date) the contents of the VLE, including study materials and notices, and inform participants when new materials or updates are available.
- Collate reading lists under the direction of the programme faculty and ensure that all the required reading is available in electronic format; this includes liaising with the Information and Library Services team or with providers to purchase licences to reproduce chapters or to procure e-books and case studies for students.
- Support synchronous delivery of content by activating online links (e.g. Zoom or Microsoft Teams or similar software/platforms), send invitations, and act as a facilitator where required. Co-ordinate with faculty and Digital Learning team to ensure asynchronous delivery is available to students in a timely manner.
- Collaborate with the Disability Resource Centre (implementing the recommendations in the Student Support Documents issued for students in the programme) to ensure that course materials are equally accessible to all participants.
- Procure goods and services for online programme delivery and digital accessibility.

- Take a customer service-oriented and proactive approach to current student enquiries, be a point of contact for VLE-related advice and information.
- Resolve VLE issues where possible, or refer more complex or difficult problems to the Digital Learning team or the IT department as appropriate.

Support of other projects

- Work supportively with the team on a reciprocal basis during times of pressure and work overload, and during annual leave of other team members.
- Share best practice and lessons learnt with other MSt programmes by being a member of the existing practitioner groups.

The person

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

Essential

- Educated to degree level or equivalent.
- Previous experience actioning marketing plans, ideally for student recruitment purposes in higher education.
- Excellent communication and presentation skills, both written and verbal.
- Experience in proofreading and copy-editing.
- Experience in planning and delivering online and face-to-face events.
- Understanding of physical and digital accessibility.
- Experience in maintaining CRM data and interrogating databases to follow leads in an strategic manner.
- Understanding of the GDPR and confidentiality issues.
- Understanding the commitment of the University of Cambridge to equality and diversity. Cultural adaptability and sensitivity in working with international students.
- Fully competent with Microsoft Office (Word, Excel, PowerPoint, OneDrive and SharePoint), email and the web.
- Readiness to work effectively within a small team and be a proactive team player.
- Excellent organisational skills with the ability to prioritise workload and work independently.
- Accuracy and attention to detail, and ability to maintain this under pressure and meet deadlines.
- Ability and willingness to learn new skills quickly.
- Availability to (sometimes) represent the programme at events during weekends or evenings.

Desirable

- Marketing or project management qualification.
- Experience using a virtual learning environment and supporting students at a distance.

Benefits

This is a full-time position working 18.25 hours per week. There will be a six-month probationary period. Holiday entitlement is 28 days per annum plus eight days of public holidays. The salary will be in the range £26,715-£30,942 per annum.

This is a fixed term appointment for one year 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. 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 16 August 2020.

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 2013.

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.