JOB TITLE: PROGRAMME COORDINATOR (MARKETING AND ONLINE LEARNING SUPPORT), MASTER OF STUDIES IN SOCIAL INNOVATION [FIXED TERM]

REPORTS TO: BUSINESS DEVELOPMENT & PROGRAMME MANAGER

Background

The Master of Studies (MSt) in Social Innovation is a part-time graduate programme delivered over two years and is overseen by the Cambridge Centre for Social Innovation (CCSI). It includes online delivery and four residential of a week each in Cambridge. Visit the website for more information about the programme: www.jbs.cam.ac.uk/programmes/mst-social-innovation

The 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. Visit the website for more information about the Centre’s activity: www.jbs.cam.ac.uk/faculty-research/centres/social-innovation.

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 full-time Programme Coordinator 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 non-governmental organisations (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 programme until they apply. They are expected to work closely with the MSt Business Development & 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).
- 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 (eg 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 Business School’s Corporate Communications & Marketing team and the Institute of Continuing Education (ICE) marketing team: prepare marketing collateral and online promotional content; 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 masters programme to targeted audiences; and keep advocates up to date with programme developments and networking opportunities.

• Update programme information on the website on an annual basis (in line with approved changes to the postgraduate prospectus) and update promotional information on the website, as per the marketing plan.

• Collate marketing statistics to support the improvement of the recruitment strategy and the following cycle of marketing planning.

• Process rejected applicants with a view to improving the following recruitment cycle and provide advice to unsuccessful candidates with potential to suit the programme in the future (eg after gaining further experience).

• Collaborate with the Alumni & External Engagement team (eg Alumni Relations Coordinators) as well as members of CCSI in support of events that could benefit the recruitment function. For example, leverage the guest speaker lectures (sponsored by CCSI) during residencies 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 on 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 (eg keeping hyperlinks up to date) content on 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 & Library Services team or with providers to purchase licences to reproduce chapters or to procure e-books and case studies to students.

• Support synchronous delivery of content by activating online links (eg Zoom or Microsoft Teams or similar software/platforms), sending invitations, and acting as a facilitator where required. Co-
ordinate with faculty and the 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.

Programme co-ordination (on-site support)

- Ahead of residential weeks, support the Programme Manager with planning and logistics.
- During residential weeks, support faculty, speakers and students as required while on-site and online teaching (and extra-curricular) activities are taking place.
- Co-ordinate extra-curricular events (devised by the programme team) in support the student learning experience. For example, organise research bootcamps and seminar series.

Project support

- 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 an online application demonstrating how your own experience meets these requirements:

- 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 proofreading and copy-editing.
- Experience planning and delivering online and face-to-face events.
- Understanding of physical and digital accessibility.
- Experience 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 being 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 36.5 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 £27,116-£31,406 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 8 November 2021.
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.