

**JOB TITLE:           EVENTS, RELATIONSHIPS AND COMMUNICATIONS COORDINATOR**

**REPORTS TO:       MST IN ENTREPRENEURSHIP MARKETING MANAGER**

#### Background

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The role of Events, Relationships and Communications Coordinator is pivotal to the success of the Master of Studies (MSt) in Entrepreneurship programme. The main responsibilities include planning and co-ordination of key activities for current and prospective students as well as alumni, including residential sessions, networking events, recruitment events, College dinners, and pitch events.

The MSt in Entrepreneurship programme, designed specifically for entrepreneurs, leads to a University of Cambridge Master's degree and attracts a cohort of students who are diverse in terms of their interests (range of industry sectors), experience (ranging from recent graduates to very experienced entrepreneurs) and geographical location (currently based in nine different countries). An important aspect of the programme is its community, made up of past and present students and supporters within the Cambridge Judge Business School (CJBS), the University, and the entrepreneurship world in England and around the globe.

#### The role

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The role is pivotal to the MSt 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 Events, Relationships and Communications Coordinator works as part of a small team dedicated to the programme and takes responsibility for the co-ordination and organisation of key events within the programme cycle related to recruitment, programme delivery; building and nurturing an alumni community to continue the spirit of collaborative entrepreneurship and entrepreneurial learning 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 Marketing Manager, MSt in Entrepreneurship. The role holder also works closely with other team members to ensure that events effectively support the programme's admissions and delivery cycles.

## **Main responsibilities**

### Management of key programme events during the residential weeks

An important aspect of the MSt in Entrepreneurship programme is the in-house delivery of residential weeks for current students which includes lectures, presentations by external speakers, workshops, mentor and supervisor meetings, College dinners and pitch events.

- Liaise collaboratively with the Programme Director, Programme and Admissions Manager, Programme Faculty, or Marketing Manager as appropriate to define the scope, budget and objectives of the event and 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 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, eg, identify and book venues, facilities, equipment, catering and other detailed logistics and suppliers such as photographers. Work as appropriately with suppliers/subcontractors and the venue to ensure that the event/programme runs smoothly and negotiate where necessary to achieve the best value for the programme
- Invite and co-ordinate with event speakers and other dignitaries (eg, 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 about practical and other details, eg, 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 the programme and maintain professional relationships throughout their involvement. Ensure all are fully briefed about 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.

### Activities related to the virtual learning environment (VLE)

A significant part of the MSt in Entrepreneurship is delivered through online lectures and webinars. The organisation and facilitation of these events are therefore critical to the delivery of the programme.

During residential weeks there may be online deliveries of presentations by external speakers.

The role holder will liaise closely with the Digital Learning Team to ensure the timely delivery of webinar recordings afterwards.

- Liaise with faculty for the timing of webinars.
- Technology test prior to the webinar.
- Notify students of timing, creating and disseminating links.
- Reorganise scheduled webinars if necessary.
- Facilitate the deliveries by welcoming students online, partaking in chat, checking technical aspects to allow quality presentation and recording.
- Minor editing of recorded webinars before uploading onto the virtual learning platform.
- Management of a calendar of activities within CJBS or the wider entrepreneurship ecosystem.

### Events for prospective students

An important aspect of the marketing strategy is to drive prospective applicants to programme events such as "Meet the Director" (online or in-house), experience days, taster session webinars, and pitch events for students, which amongst the audience may have prospective students.

The role holder will significantly contribute towards the organisation and execution of these events.

- Plan online and inhouse event timing.
- Book rooms, resources, catering, etc.
- Liaise with the online team to create lead capture forms for events.
- Manage leads in the customer relationship management (CRM) system.
- Send invitation emails, reminders, event links, recordings, thank you emails, etc.
- Attend the events, managing logistics such as name badges and signage.
- Welcome and registering attendees.
- Manage catering throughout the event.

### Building a programme community

Aiding 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 and its community.

- Work with the alumni team to include alumni in networking and celebration activities including the graduation celebration event once a year, and seminar day activities during the residentials three times per year.
- Liaise with other departments in CJBS to set up booking and payment for celebration events.
- Set up and monitor Eventbrite pages to collect the required information.

- 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.

### Entrepreneurial ecosystem development and management

An important event in the calendar of the MSt in Entrepreneurship is the Cambridge Entrepreneurship Ecosystem networking event. This requires co-ordination, planning and execution, including:

- Plan event timing
- Book rooms, resources, catering, etc.
- Liaise with external speakers, inviting them to the event.
- Create Eventbrite pages to invite and manage external attendees.
- Send invitation emails, reminders, event links, recordings, thank you emails, etc.
- Attend the events, managing logistics such as name badges and signage .
- Welcome and registering attendees.
- Manage catering thought the event.

### Contracts and financial administration

- Purchase services and supplies within agreed event or project budgets; prepare and implement paperwork for payments to any guest speaker's 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, eg, 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.
- Collect signatures for contracts and liaise with HR about the suitability of forms and contracts for various contributors.

### The person

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The ideal candidate should have the following qualities, skills and attributes. You are asked to complete an online application demonstrating how your own experience meets these requirements:

- Substantial experience in project and event management in a business or higher education sector.
- Experience in co-ordinating diverse and multicultural projects.

- Familiarity with the University of Cambridge College system.
- Outstanding organisational and administrative skills.
- Proficiency in Microsoft Office packages, eg Word, Excel, etc.
- Experience using CRM (eg Dynamics, Hubspot, Salesforce).
- Experience in using virtual learning platforms.
- 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.
- Educated to degree level (or equivalent level of experience).
- 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

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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 £27,929-£32,348 per annum.

#### **The funds for this post are available until 1 August 2024 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](http://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](http://www.jobs.cam.ac.uk).

#### Application arrangements

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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](http://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 18 December 2022.**

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

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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.

#### Information if you have a disability

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The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at [www.hr.admin.cam.ac.uk/policies-procedures/disabled-applicants-and-members-staff/support-services-available-within](http://www.hr.admin.cam.ac.uk/policies-procedures/disabled-applicants-and-members-staff/support-services-available-within).

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact [hr@jbs.cam.ac.uk](mailto:hr@jbs.cam.ac.uk).