



Further Particulars

This document includes information about the role for which you are applying and the information you will need to provide with the application.

1. Role details

Vacancy reference:	7299
Job title:	Comms & Relationship Manager
Reports to:	Senior Project Manager – SocialLearn
Salary:	Ranging from £36,862 – £44,016
Terms and conditions of service:	Full time Academic-Related Staff
Grade:	Grade 8
Duration of post:	Until 31st July 2012
Working hours:	Full time – 37 hours per week
Location:	Knowledge Media Institute of The Open University
Closing date:	31st August 2011
Type of application form accepted:	Standard form
Number of referees required:	Three
Unit recruitment contact:	Ortenz Rose

2. Summary of duties

As the SocialLearn Project moves into a new phase where we will be actively building new user communities, the need to develop partnerships will be a key success factor. Also crucial is the need to build an active user base drawn from both internal and external communities. We are, therefore, looking to acquire the services of an experienced professional to develop and manage the various audiences and stakeholders that will either have an interest in SocialLearn or the potential to engage with the system as users or developers.

SocialLearn gives people control of what and how they learn, and with whom, by harnessing the power of the web and social networking. It provides a support for anyone who has an interest in learning, either formally or informally, at any level in any subject.

It helps make sense of the wealth of educational resources available online, giving structure to users' own learning experiences, while sharing discoveries with others.

The site's recommendation engine can make further suggestions based on a user's learning interests and connections – in a similar way to the online retailer Amazon.

SocialLearn marks the next generation of e-learning at the OU, complementing other open educational resources (OER) such as OpenLearn, iTunes U, and YouTube Edu.

Responsibilities

- Develop, maintain and manage an effective Comms Plan for the Project.
- Conduct stakeholder analysis and ensure stakeholders managed appropriately incl coordinating the content and release of key managers to all stakeholders.
- Coordinate and manage community engagement.
- Help extend the user base of the system.
- Help with coordination and management of users e.g. monitor emerging themes expressed in user feedback and manage timely and appropriate response to user input and data patterns on the system.
- Support the scripting for and creative input to on-line user support collateral such as introductory movies.
- Develop key messages around the SocialLearn value proposition.
- Maximise the potential SocialLearn has to develop (and/or protect) OU reputation.
- Provide the single point of contact between, and coordination with the project and the central comms team.
- Manage the appropriate 'positioning' of the Project both internally and externally.
- Develop a set of approved value proposition statements ('elevator', longer and full pitch) accounting for context and audience but also the University vision and mission.
- Develop and maintain relationships with potential research and innovation partners.
- Take the lead in developing, maintaining and converting funding pipeline.
- Provide support for the project team in delivery of comms and relationship management e.g. providing copy and scripting for key presentation.

3. Person specification

Skills/Knowledge Essential

- Educated to degree level or with equivalent relevant experience.
- A thorough understanding of the significance and use of the web and other e-media.
- Ability to get up to speed on the Project and its aims; work with the Project Manager and the Senior Management Team.
- Self-starter in providing solutions to meet Project needs.
- Proven experience and record of developing and managing partner/client relationships.
- Proven experience and record of developing and securing funding streams.
- Excellent written and oral communication and presentation skills.
- Work to challenging targets and deadlines.
- Enthusiastic team player.
- Capacity to make key decisions.

Skills/Knowledge Desirable

- Understanding of web commerce.

4. Role specific requirements e.g. Shift working

n/a

5. About the unit/department

The Knowledge Media Institute (KMi) of the UK's Open University is a highly successful interdisciplinary research centre founded at The Open University in 1995, and located in attractive premises at The Open University's main campus in Milton Keynes, UK. We offer a stimulating environment, widely acknowledged to be at the leading edge of research and development, particularly in Semantic Technologies, Human Computer Interaction, New Media and Information Retrieval. The style, impact and content of our work can be seen at <http://kmi.open.ac.uk/>

6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application please contact Mark Glaister on Tel: +44 (0)1908 332748 or email m.glaister@open.ac.uk

If you have any questions regarding the application process please contact Ortenz Rose on +44 (0)1908 654774 or email o.rose@open.ac.uk

7. The application process and where to send completed applications

Please ensure that your application reaches the University by: **31 August 2011**

Post it to:

Name/Job title: **Ortenz Rose – Senior Staffing Coordinator**

Department/Unit: **Knowledge Media Institute**

Address: The Open University
 Walton Hall
 MILTON KEYNES
 Bucks

Post Code: MK7 6AA

Or e-mail your application to: kmi-recruitment@open.ac.uk

8. Selection process and date of interview

The interview panel will be chaired by Mark Glaister. Other members of the interview panel will include members of the project team. Interviews will be arranged as soon after the close date as is possible.

We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.

Applications received after the closing date will not be accepted.