

Institute of Digital Engineering UK

IDE UK Activation Engagement Manager

REQ190938

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

This new position is part of a small team that makes up the new UK Institute of Digital Engineering (IDE), affiliated to the School of Automotive, Aeronautical, Chemical and Materials Engineering (AACME). The IDE UK is tasked with architecting and managing a national portfolio of projects that fundamentally drive the creation and adoption of digital technology and science across the UK automotive sector, in order to improve global competitiveness. It is a major component of the delivery mechanism for the APC funded Loughborough Spoke in Digital Engineering.

IDE is an exciting new venture for Loughborough University with the task to rapidly develop and enhance the UK's digital engineering capability.

Job Grade

Management and Specialist Grade 7

Job Purpose

The successful candidate will be an accomplished, outgoing, highly organised and experienced individual with a dynamic business focussed approach. With a proven track record, they will be expected to lead the engagement of a broad range of stakeholders and potential partners to activate a national programme of projects delivering the IDE strategy. They will also be responsible for leading the marketing and public relations activities including social media and website. The role will report to the Chief Executive Officer (CEO) and be based on the Loughborough University LONDON campus.

Job Duties

- To lead all Marketing and PR activity including the organisation of, and participation in, events relating to IDE UK or associated projects and programmes.
- To lead the business development of IDE through the generation and maintenance of a high value network across the UK and beyond.
- To plan and lead the initial engagement of potential affiliates, partners or stakeholders on behalf of the IDE.
- To manage the CRM database or partners, collaborators, stakeholders & influencers across Industry OEM's, Supply Chain, SME's, Technology sectors, Government and Academia.
- To prepare management reports from the data collected
- To develop and deliver a Social Media strategy for IDE UK and associated partners and projects in the delivery of the IDE UK strategy (including but not limited to Twitter, LinkedIn)
- To manage the IDE UK brand and its further development across all physical and digital channels.

- To develop and deliver a new IDE UK Website which clearly represents the core mission, strategy, values and methodologies, as well as effectively communicating IDE UK's associates, partnerships and projects.
- To support the IDE team in the creation and presentation of appropriate and highly professional materials and assets in support of PR, Marketing, Social Media, Web, Events, & Funding calls.
- To support the operational requirements of the Advisory Board and the CEO's Operational Group meetings, including the preparation and circulating agendas / papers in a timely and efficient manner,
- To manage IDE (Key Performance Indicators) KPI tracking and reporting relating to the role (including project status updates and match funding reporting)
- To manage IDE UK budget alongside the CEO
- To communicate clearly and effectively on behalf of the CEO and IDE team with professionals both internally and externally.
- To deputise for the CEO in respect of any professional duties and external commitments, integrating these with University / AACME related activity.
- To supervise IDE UK Business Support Officer and engage in the preparation of their PDR
- To manage project work and any other duties as identified by the CEO and IDE team as required.
- To develop a strong working relationship with colleagues in AACME to support coordinated activity with the IDE.
- To develop a strong working relationship with colleagues in Professional Services e.g.; in Central Finance / Purchasing Offices / Human Resources, to ensure that all internal School processes and procedures reflect and comply with University policy.
- To undertake any training and development deemed appropriate for the position by the CEO.
- To ensure compliance with relevant University policies and procedures.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to CEO & Professor of Practice of IDE UK

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage	
Experience	Significant marketing or promotional experience within a business environment	1,3	
	Significant experience within a customer focussed environment.	1,3	
	Experience of dealing with people in a variety of complex and difficult situations.	1,3	
	Experience of working individually and as part of a team.	1,3	
	Previous Business Development experience in the Digital or Industrial sectors	1,3	
	Previous PR, events management experience	1,3	
	Previous technological and social media experience	1,3	
	Previous web development and content management experience	1,3	
Skills and abilities	Flexibility and the ability to adapt to a changing work environment.	1,3	
	Excellent presentation skills both written, verbal and presented, to a wide variety of audiences.	1,3	
	Well-developed problem solving skills, using initiative and judgement in more complex situations.	1,3	
	Able to plan, prioritise and work independently and to deal with unforeseen problems and circumstances effectively.	1,3	
	Able to work under pressure and meet competing deadlines.	1,3	
	Excellent interpersonal, organisational, oral and written communication skills.	1,3	
	Able to work with accuracy and attention to detail.	1,2,3	
	Excellent practical IT skills including Microsoft Office and Outlook diary management.	1,2,3	
	Training	Demonstrate evidence of having undertaken further training.	1,3
		Adopt new procedures as and when required.	1,3
Qualifications	Degree level education or equivalent.	1	
Other	Willingness and ability to travel if required	3	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a Higher Education setting.	1,3
	Experience of Loughborough University administrative procedures.	1,3
	Experience of Loughborough specific systems and procedures.	1,3
	Experience of the supervision and line management of staff.	1,3

Skills and abilities	Understanding and knowledge of relevant legislation eg SENDA, Data Protection Act, Freedom of Information etc.	1,3
Qualifications	Recognised management qualification	1,3

Conditions of Service

The position is **full-time** and **fixed-term** until September 2020. Salary will be on Management and Specialist Grade 7 (£41,526 - £49,553) plus London allowance of £3,204 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for Grade 6 and above, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>