



DISRUPTIVE MEDIA LEARNING LAB (DMLL)

JOB DESCRIPTION & PERSON SPECIFICATION

1. JOB INFORMATION

Post Title: **Projects and Community Assistant**
Grade: **5**
Salary Range: **£21,612 – £27,333**
Mode: **Full time, fixed term until 31st July 2017**
Ref No: **REQ004543**

2. JOB DESCRIPTION

.1 Purpose

The Projects and Community Assistant is a support role within the Disruptive Media Learning Lab (DMLL). The main aim of the role is to support Projects and Community Development in the Disruptive Media Lab. This will entail designing and developing marketing materials, developing and maintaining a DMLL social media presence and supporting and promoting DMLL events.

The Disruptive Media Learning Lab (DMLL) is a cross-University experimental unit comprising of academics, learning technologists, educational developers and researchers. The Lab is located on the refurbished top floor of the Library.

The role of the DMLL is to challenge and enhance traditional approaches to teaching and learning. It provides the support, expertise and resources needed to enable projects to experiment with new approaches and technologies. The DMLL focuses on innovations in learning such as the Flipped Classroom, Open Courses, Distance Learning and Gamification. The Lab works closely and engages with the Faculties to embed new approaches to the classroom.

.2 Main Duties and Responsibilities

1. To design and develop marketing materials for DMLL events and promotional materials ensuring that the DMLL branding is adhered to. This will include the development of materials such as e-newsletters, posters and flyers to promote the DMLL and key events.
2. To collate and regularly update content for the DMLL website including oversight and writing content for Blogs. Working with the Disruptive Media Learning Technologist to develop more complex online resources and marketing materials such as online/ interactive videos.

3. To provide social media for the DMLL, to research the best approaches and tools for social media and to keep channels regularly updated. To work to develop an active social media community for the DMLL via Twitter, Google Plus and Instagram.
4. To support the development and check progress against the Marketing and Communications Plan in conjunction with the Projects and Community Development Officer.
5. To manage the digital screens within the Lab space to promote upcoming events and key messages.
6. Assist with management of the ad hoc Project Activators and associated timesheets and work with them to develop approaches to effectively engage with and promote the DMLL to students.
7. To raise the internal profile of the Lab through development of regular communications via E-dition, staff portal and other internal communications methods.
8. To support DMLL projects and events both locally and international. This will include development of promotional materials, liaising with speakers, registration/information pages, use of social media to promote event, logistical support for event (including oversight of student support) and event evaluation. Work with external contractors when necessary e.g. for streaming of events. Alongside the Disruptive Media Learning Technologist support the technical aspects of the event.
9. Raising purchase orders to support events and promotional spend.

AND such other duties as are within the scope and spirit of the job purpose, the title of the post and it's grading.

.3 Supervision Received

Senior Project Manager
Director and Deputy Director of DMLL

.4 Supervision Given

Student/Graduate Project Activators

.5 Contacts

Key contacts will include but are not limited to:

DMLL staff
Senior Academics
E-learning Technologists
Academic Liaison Librarians
Library staff
Marketing and Communications
External suppliers for events

3. PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL	ADVANTAGEOUS
<i>Education/ Qualifications</i>	Educated with a good honours degree preferably in a Media or Communications related subject or equivalent experience.	
<i>Experience (Paid and Unpaid)</i>	Developing marketing materials using programmes such as Adobe suite	Knowledge of Disruptive Media learning, game based learning and gamification

	<p>Experience of successfully coordinating medium to large-scale events.</p> <p>Experience of marketing/communications both on and offline.</p> <p>Experience in updating and developing website content and online materials.</p>	Experience of making and editing promotional videos
<i>Job-related skills/ Aptitudes</i>	<p>Ability to work on own initiative whilst contributing as a member of a team</p> <p>Excellent problem solving and problem analysis skills.</p> <p>Ability to work under pressure and to tight deadlines.</p> <p>Working knowledge of Twitter, Facebook, Instagram, Google Plus and other Social Media</p> <p>Computer literate; able to use Microsoft Office and able to work across both Windows and Mac</p> <p>Highly developed communication, presentation and influencing skills both orally and in writing</p>	
<i>Interpersonal Skills</i>	<p>Ability to communicate effectively both orally and in writing and to tailor information.</p> <p>Excellent interpersonal skills; an ability to quickly develop and maintain effective relationships with individuals at all levels.</p> <p>An excellent team player.</p> <p>A High level of customer care.</p>	
<i>Other Requirements</i>	<p>To be flexible in approach to working hours and location</p> <p>Willing to travel abroad</p>	

4. PROCEDURE FOR APPLICATION AND APPOINTMENT

.1 Canvassing

You must disclose whether you are related to any employee of the University, or to any member of the Governing Body. Canvassing for appointment disqualifies.

.2 Application Forms

Application forms should be completed in black ink or typescript to facilitate photocopying.

.3 Referees

Referees must be people who can comment authoritatively on you as a person and as an employee and must include your current or most recent employer or his/her authorised representative. Confidential references are taken up on candidates short-listed for formal appointment interviews.

.4 Interviews

Appointment interviews will be held in *****. Please indicate on your application form if you will not be available for interview during this period.

.5 Closing Date

The closing date for receiving applications is *****. Applications should be sent in an envelope marked "Confidential" for the attention of Human Resources at the address below.

5. FURTHER INFORMATION AND CONTACT ADDRESS

Human Resources
Priory Street
COVENTRY
CV1 5FB

Tel: 024 7688 8120
Fax: 024 7688 8131
e-mail: futures.per@coventry.ac.uk

For further vacancies, please visit www.coventry.ac.uk

6. COMMUNICATION WITH CANDIDATES

In the interest of economy, the University will only communicate further with short-listed candidates. If you have not been contacted within 6 weeks of the closing date you should assume that you have not been short-listed.