

JOB DESCRIPTION

Vacancy reference:	SRF32276
Post Title:	Education and Marketing Support/Assistant
Grade:	Grade 5
School/Department:	School of Agriculture, Policy & Development
Reports to:	Head of School
Responsible for:	None initially

Purpose

This is initially a fixed term full time role until December 2020. The purpose is to work as part of team to deliver EIT Food-funded projects across the Education strand, coordinating internal resources and working with third parties/partners for the timely delivery of existing projects. This will require developing productive and effective working relationships with academic, administrative and research colleagues and students both within the University and within partner organisations across Europe. Specifically, the successful candidate will be asked to:

- write the content of two EIT Food Massive Open Online Courses (MOOCs) "Understanding food labels" and "From waste to value: how food waste is being tackled" in the form of short, referenced and easy to understand texts, contributing with ideas and innovative solutions. The candidate is expected to extract complex information from the literature and re-write it using scientific knowledge to make it acceptable for an Open Online Course audience.
- support marketing activities for four EIT Food MOOCs, writing targeted promotional emails and developing suitable marketing briefings for a subcontracted marketing company, working on both traditional offline and digital/social media channels).
- support two teams of students who will be researching innovative solutions to food industry challenges through the development of novel microbiome applications within agriculture and food. The candidate will be asked to support the research teams and communicate regularly and effectively with team members.

Main duties and responsibilities

- To work as part of team in a variety of exciting Education projects funded by EIT Food with minimal supervision
- To contribute to the successful planning and implementation of projects. Working on a range of tasks will require planning of timing and sequencing in order to deliver the services specified over many months.
- To support marketing activities by developing targeted promotional materials and marketing briefs
- To collaborate effectively with colleagues across the University, UoR Open Online Courses Team and other European-wide EIT Food partners, clarifying complex issues in writing and/or verbally.
- To supervise the research activities of two student teams and be a point of contact for students.
- To proactively prepare project reports, present information on progress and project outcomes; and to present project updates and outcomes at meetings

Supervision received

Reports to the Head of School. The successful candidate will be supervised by Dr Simona Grasso, however role holders are expected to work without close supervision.

Supervision given

Along with two nominated academics, the candidate will be required to supervise eight research students working in two teams: one in the School of Agriculture, Policy and Development and one in Food and Nutritional Sciences.

Contact

Within the University, contact will be primarily with Schools/Depts. that are the primary members of the Institute of Food Nutrition and Health i.e. School of Agriculture, Policy and Development and Dept. of Food and Nutritional Sciences. There will be a lot of contact with the Online Courses Team at UoR.

There will be contact with external funding bodies including EIT Food.

There will also be contact with other universities/research organisations and food businesses across Europe in the course of developing partnerships or collaborations.

Terms and conditions

Full time, fixed term until December 2020. Some EU-wide travel is envisaged which will require some flexibility in working hours.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time, which do not change the general character of the job, or the level of responsibility entailed.

Date assessed: 28th February 2020

PERSON SPECIFICATION

Job Title	School/Department	
Education and Marketing Support/Assistant	School of Agriculture, Policy & Development	
Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Excellent communication and writing skills • Ability to turn complex academic concepts into simple, accessible ideas, applying specialist scientific knowledge • Ability to support marketing activities through writing of marketing targeted briefings and creation of promotional materials 	<ul style="list-style-type: none"> • Understanding of the FutureLearn platform • Experience of working with students and supervising their work
Attainment	<ul style="list-style-type: none"> • BSc or MSc in relevant field (this could include education, food science, agriculture, marketing, consumer science, etc.) 	<ul style="list-style-type: none"> • PhD in relevant field (this could include education, food science, agriculture, marketing, consumer science, etc.) • Evidence of publication of research in peer reviewed journals
Knowledge	<ul style="list-style-type: none"> • An understanding of the food industry • Knowledge related to Education and Communication in HE 	<ul style="list-style-type: none"> • Understanding of University systems
Relevant Experience	<ul style="list-style-type: none"> • Experience of undertaking projects independently • Experience of working in multi-disciplinary teams 	<ul style="list-style-type: none"> • Project delivery and management
Disposition	<ul style="list-style-type: none"> • Ability to work independently, with minimal supervision and as a member of a team • Enthusiastic, motivated and independent • Excellent at time keeping, planning and prioritising 	
Other	<ul style="list-style-type: none"> • Willingness to undertake occasional EU-wide travel 	

Completed by: Simona Grasso	Date: 28 th February 2020
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