

NOTE This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job holders should be consulted over any proposed changes to this job description before implementation.

Ref: 50047214

JOB DESCRIPTION

Job Title:	Creative Enterprise Centre Project Manager
Reports to:	Head of Employability and Learning Support
Grade:	NG6
Job Purpose:	To lead the management, development and delivery of a new Creative Enterprise Centre to achieve targets for academic and student enterprise, knowledge transfer and student employability

Principal Accountabilities:

1. To manage the Creative Enterprise Centre team (the Student Engagement Officer, Employer Engagement Coordinator as well as student ambassadors and other appropriate support staff to develop entrepreneurial projects and work placement opportunities for WSMAD students and alumni.
2. To work with academics, students and other external partners (entrepreneurship organisations, employers) to develop an outreach and engagement programme to engage students, staff, employers, entrepreneurial and other external partners in entrepreneurial projects and work placement opportunities
3. To be the main 'public face' of the Creative Enterprise Centre, presenting and promoting the Centre to students, staff, employers and other external stakeholders.
4. To support academics and students in designing, implementing and delivering projects by supervising development of a project management system to track project completion and to supervise centre staff and temporary staff to support a project when it requires additional resource
5. To oversee the development of the student facing reception and 'job centre' area on campus and manage the student journey through the opportunities and services provided by the Creative Enterprise Centre.

6. To supervise development of an online, social media and face-to-face marketing and engagement campaign, in collaboration with the University's CREA department, engaging externally with local and national employers and enterprise agencies and internally with academics and students, to market employer and enterprise opportunities to students and employers.

To supervise development and management of a database of enterprise and employment opportunities, of mentors and of interested students with particular skills

7. To engage with IT-based information management using enterprise and careers-related software, databases (including engage and Talent Bank), and website content management to oversee the collection of accurate data, and to transfer knowledge about the programme to other Faculties in the University
8. To be responsible for increasing student engagement in employment and enterprise opportunities. To gather data on progress against targets for the Centre and to report on progress to WSMAD Director of Academic Enterprise.
9. To liaise with WSMAD and University Employability, CDC, Business Development Student Services, Alumni and Marketing teams to access support and resources for mentoring, enterprise, career development and to maximise the value generated by the Centre's links with employers to generate spin off benefits for academic enterprise, research and teaching and learning in line with the University's Westminster 2020 strategy and the objectives of the Centre.
10. Undertake any other such duties within the competence of the post holder as may be assigned by the Director of Academic Enterprise (WSMAD).

Context of the post

The WSMAD Creative Enterprise Centre (CEC) is a new initiative to enhance student and alumni employability by increasing student and employer engagement in entrepreneurial projects work placements. The Creative Enterprise Centre will act as a "one stop shop" for employers to engage with the Faculty's students and academics. Organisationally located within the University Career Development Centre (CDC), the Centre is based in Westminster School of Media Art and Design (WSMAD) and reports to the Faculty's Director of Academic Enterprise

The post holder will be primarily based in the student facing offices of the CEP at the University's Media Art and Design Campus (the Harrow Campus) in Northwick Park, but occasional visits to other University sites and to employer premises will also be required to promote the Centre and market WSMAD student and staff capabilities to employers. The centre project manager will manage a small team and work with Faculty employability, alumni, events and enterprise staff, as well as course leaders to maximise staff and student engagement in projects with employers and for enterprise or professional prizes.

As a professional post, the Creative Enterprise Centre Project Manager will be line-managed by the Head of Employability and Learning Support. The post is based within Westminster School of Media, Arts and Design and the focus of activity is to support the work of the Faculty. The post holder's work will be directed and supervised on a day-to-day basis by the Director of Academic Enterprise within WSMAD.

The post involves, primarily, people-facing responsibilities with a focus on communications with employers, students, graduates, academics and other university staff. The role also requires the ability to work with University's IT-based information management through careers-related software, databases, and website content management. There is also a marketing aspect to the role particularly in promoting the services of the Centre online and at university and employer events.

CDC is the careers service department at the University of Westminster. A major aim of the department is to ensure a high level of customer satisfaction. We achieve this by continually undertaking exciting projects and initiatives that ensure our services are cutting edge and underpinned by customer feedback. CDC places the website and its online system at the heart of its service in delivering Careers Education, Information and Guidance to all key stakeholders – students, graduates, academics, employers and the wider community. CDC offers a wide range of employer events and presentations and facilitates employer involvement in the curriculum. CDC staff work in cross-functional teams to contribute to employer liaison, development of the website as well as on collaborative projects, within the University and with external partners. Our partnership projects span Teaching and Learning development, FE and community links, employability and employer engagement.

Founded in 1838 as Britain's first polytechnic, the University of Westminster has a proud heritage of nurturing students' talents and shaping both their professional futures – and the wider future of the world around us. Today, we are one of the world's top 100 international universities, with over 22,000 part-time and full-time students, including more than 5,000 international students, from diverse backgrounds from the point of view of age, entry qualifications, ethnicity, race, disability, religion, sexual orientation. The University offers students a vibrant learning environment – fostering innovation and creativity, informed by practice and inspired by research. We are a large cosmopolitan university with 3 campuses in the West End and the Westminster School of Media, Arts and Design at Harrow.

The Westminster School of Media, Arts and Design is one of Europe's leading centres of excellence for the creative industries, continuing the University's record of inspiring visionary creative people, beginning in 1896, when its Regent Street Cinema pioneered cinema in the UK, providing the first public screening of a film, by the Lumiere brothers. Notable alumni include fashion designer Vivienne Westwood, Pink Floyd's Roger Waters and Nick Mason and Oscar winning director Asif Kapadia. The School is the highest ranked in the UK for world-leading research in art and design and is ranked fourth in the UK for media and communications. Students in the Westminster School of Media Art and Design come from over 80 countries and study on a range of part-time, full-time and professional courses. This dynamic and agile environment enables our students to thrive in a world where technology,

entertainment and information are having an escalating impact on content, experiences and services.

Dimensions

The role will line manage the Creative Enterprise Centre team which includes the Employer Engagement Coordinator and the Student Engagement Coordinator as well as other part time and temporary staff as the project develops.

S/he will supervise other staff in the Centre team and with CDC and academic staff.

S/he will some part-time staff and student ambassadors

S/he must be able to manage change and take an active role in developing the Centre in response to new demands.

S/he does not have any pay/budget responsibility.

Key Relationships:

Centre staff, WSMAD Director of Academic Enterprise, CDC Employability and Mentoring Staff, WSMAD academics, WSMAD Alumni Officer, Student Affairs staff, WSMAD Students Union officers, student ambassadors and staff

PERSON SPECIFICATION

	Essential criteria	Desirable Criteria
Qualifications	Degree (or equivalent practical experience especially of projects or enterprise)	
Training and Experience	<p>Proven experience working within Enterprise Education to develop outreach and engagement programmes.</p> <p>Proven experience leading and managing teams with the ability to motivate others</p> <p>Experience delivering presentations to large groups of professionals and/or students</p> <p>Experience planning and managing events and projects</p> <p>Devising or delivering online and offline marketing and communications projects for internal or external clients, including social media</p> <p>Proven ability to engage others in project aims and work across different staff groups to achieve objectives.</p> <p>Substantial experience within employer liaison particularly arranging events which involve employer participation including speaking and networking events, conference organising, short training courses etc.</p> <p>IT skills including spread sheets and database software, website content, social media and producing accurate data reports.</p> <p>Knowledge and awareness of issues facing the Higher Education sector and student employability</p>	<p>Experience of developing Enterprise Education programmes</p> <p>Experience of working in a creative agency supplying creative services to external clients</p> <p>Knowledge or experience of crowdfunding platforms</p> <p>Experience of working with start up enterprises or employers</p> <p>Experience of working with students</p> <p>Web design</p>
Aptitude and abilities	<p>Highly developed, professional communication and presentation skills (including public speaking).</p> <p>Ability to motivate and lead a team to get results.</p> <p>Organisational skills, prioritising work and working well under pressure</p> <p>Excellent attention to detail</p>	

	<p>Strong communication and interpersonal skills, showing an ability to persuade and motivate a range of customers</p> <p>Ability to establish good working relationships with staff and students and external bodies</p> <p>Ability to work in an efficient and organised manner with the ability to prioritise and handle multiple tasks and competing priorities</p> <p>Proven commitment to customer care</p> <p>Ability to use own initiative and consider the wider context and implications when problem solving</p> <p>Ability to meet changing and competing priorities and deadlines</p> <p>Flexible attitude to changing environments and ability to learn new skills and school specific knowledge quickly.</p> <p>Commitment to personal and professional development</p> <p>Fully committed to contributing to a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.</p>	
Personal Attributes	<p>A high level of motivation.</p> <p>An ability to work with a diverse community of internal and external clients and stakeholders</p> <p>An entrepreneurial approach</p>	

Other

At certain times of the year there may be a requirement to work some additional hours. Although based at the Harrow Campus, candidates will be required to undertake activities/events at the other university sites in Central London.