

**JOB DESCRIPTION**

**Vacancy reference: 0740-24**

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| **Job Title:** LUMS Careers Coach - Marketing | **Present Grade:** 7 |
| **Department/College:** Lancaster University Management School | |
| **Directly responsible to:** Deputy Head of LUMS Careers (Careers Education & Coaching) | |
| **Supervisory responsibility for:** None | |
| **Other contacts** | |
| **Internal: LUMS Careers; LUMS professional service colleagues; Academic Employability Champions; Student and Education Services; Careers and Employability colleagues across campus; partner institutions; Alumni Relations; Students Union; Research and Enterprise Services; Student recruitment teams.** | |
| **External:**   **National and International Graduate Employers, Professional bodies incl. AGCAS and AGR, Alumni, The Chartered Institute of Marketing (CIM), IPA, CPD Standards and other relevant bodies such as CMI.** | |
| **The Role:**  The main purpose of the role is to provide sector specialist coaching and careers education to students and recent graduates interested in careers in marketing and marketing related areas. The roleholder will have specific responsibility for undergraduate and postgraduate programmes which align with these interests.  This role is a crucial element of the work of LUMS Careers, an innovative and busy team at the heart of the student experience, which continues to make a hugely positive impact on the employability of students and graduates as measured by the Graduate Outcomes Survey, and on careers related metrics in strategically crucial surveys such as the Financial Times rankings and the QS World University Rankings. The post holder will engage with students as part of the curriculum, through 1:1 information, advice, and guidance and through extra-curricular workshops and interventions.  **Major Duties:**   1. To provide bespoke 1:1 and small group careers coaching, both face-to-face and online, and deliver ongoing support to students and alumni. 2. To be responsible for planning, communicating, and promoting a specialist employability provision to students, graduates, and academic colleagues across the University, to increase the take-up of service provision with the aim of positively influencing destinations data and increasing the numbers of students and alumni engaging with the LUMS Careers provision. 3. To work with departmental academic colleagues across the school to design, deliver and assess innovative careers education both in the classroom and through e-learning. To continuously review and improve course materials. 4. To network and develop relevant industry partnerships, including the Chartered Institute of Marketing (CIM), showcasing the career progression possibilities available to students both nationally and internationally and encouraging employer support of student experiential learning opportunities (work shadowing, insight days, consultancy projects, internships, and placements.) 5. To support the on-going development of in-curriculum employer insight events across LUMS, building and retaining lasting relationships with valued alumni operating in digital marketing, advertising, communications, branding, supply chain, consumer behaviour, strategic marketing, PR, B2B marketing, as well as many other specialist areas. 6. To keep up to date with recruitment practices, developments in the graduate labour market and relevant employment trends and legislation. To reflect on practice and develop materials and coaching support accordingly. 7. Ensure our provision is inclusive and meets the needs of our diverse student population. 8. To take an interest in and understand sustainable marketing practices and demonstrate how students can develop careers in this space. 9. Proactively work with Careers and Employability colleagues across the University, to ensure that the activities of the team complement those of the wider University and benefit the profile of the whole institution. 10. To work closely with the Placements Team to understand provision for all students on official Year in Industry routes, and ensure the teaching and assessment provided through Departmental modules is coordinated with Placement Team delivery. 11. To take part in relevant training, conferences and good practice sharing events, both internally and externally, to ensure the maintenance of an exceptional standard of service delivery. 12. Such duties, appropriate to the grade, as may be directed by your line manager or the wider LUMS Careers Leadership Team. | |
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