University of Edinburgh
College of Humanities and Social Science
School of Law

1. Job Details

Job title: AHRC Centre Business Development Officer
Line manager: Academic Director, e-LLM in Innovation, Technology, and Law

2. Job Purpose

To provide marketing and administrative assistance for the promotion and delivery of a distance learning initiative undertaken within the AHRC Research Centre for Studies in Intellectual Property and Technology Law.

3. Main Responsibilities

1. Marketing:

- Development and maintenance of a contacts database
- Planning and oversight of marketing activities to agreed budgets and timescales
- Responding to and following up enquiries by post, telephone, and personal visits
- Identifying and targeting potential customers, not exclusively but including the higher education sector in the UK and overseas, and in legal firms within the UK; identifying and pursuing potential sources of funded places for the e-LLM; development of strategy in consultation with Knowledge Transfer
- Carrying out market research, competitor and customer surveys
- Identifying suitable publications in which to promote the courses, and taking the findings forward
- Developing an awareness of the international market, and assessing the strengths and weaknesses of competitors, and adjusting e-CPD and e-LLM marketing strategy accordingly
- Attending trade fairs, exhibitions and other suitable events in order to publicise the courses on offer; liaison with the International Office
- Taking forward prospects for the e-LLM’s and e-CPD’s development and sustainability
- Arranging for the drafting, design and distribution of web and print materials promoting the e-LLM and the Centre’s other e-CPD packages; liaison with Communications & Public Affairs

2. Administration:

- Liaising with internal departments regarding course approval and quality assurance; assuring the compliance of e-LLM curricular proposals with University standards
- Gaining an understanding of internal structures relating to teaching and
learning, and assuring the integration of e-LLM programme and course structures with these
- Regular progress reports for academic team.
- Arranging travel and accommodation for attending meetings.
- Providing administrative support to the delivery of the e-LLM and e-CPD courses (eg liaison with Registry, technical support teams)
- Prioritising tasks as they arise with reference to the strategic context, within the overall responsibilities of the position

3. Liaison with other School of Law staff engaged in the delivery of e-LLM courses

4. Other duties as assigned by the Head of School or relevant delegate within the line management structure

4. Planning and Organising
   - Planning and organising the marketing strategy for the Centre e-LLM and e-CPD courses, across a variety of platforms; also
   - The preparation and progress of e-LLM course proposals through the University system
   - Planning a marketing strategy which will yield maximum value from the budget available

5. Problem Solving
   - Taking responsibility for providing solutions to problems experienced by students and course organisers; arranging for the successful negotiation of technical obstacles to delivery of e-programmes
   - Devising marketing initiatives which assure prominence for the e-programmes in the international market
   - Promoting the first degree programme of its kind in the University; establishing new strategies without the benefit of local precedents

6. Decision Making
   - Deciding, in consultation with the Centre Directorate, on the best strategies for e-LLM promotion
   - Determining the most attractive aspects of the programme for the various markets to which it might appeal

7. Key Contacts/Relationships
   - The e-LLM Director
   - Other Centre Directors, and the Centre’s administrator (5)
   - Other contributors, and School of Law staff, engaged in the delivery of e-LLM courses
   - E-programme students
   - Registry, MV technical support, International Office, CPA, Knowledge Transfer

8. Knowledge, Skills and Experience Needed for the Job
   - A degree, Postgraduate Diploma in Marketing, or equivalent work experience in marketing
• Ability to communicate effectively with people at all levels of seniority, within education and other public/private sector bodies, in the UK and overseas
• Efficiency in managing tasks and meeting deadlines and targets
• Ability to work as part of a team and on own initiative
• Excellent verbal and written communication skills
• Excellent organisational and time management skills
• Excellent interpersonal skills

9. Dimensions

• Centre Staff (6)
• Other contributors, including School of Law staff and Centre Research Associates, engaged in the delivery of e-LLM courses (c. 6 FTE)
• E-LLM students (c. 12 in 2005/06, projected c. 30 in 2006/07)
• External tutors (c. 8-10pa)

10. Job Context and any other relevant information

The position promotes the e-LLM, the first degree programme of its kind in the University, and a possible precedent for similar programmes in other Schools; similarly, the eCPD portfolio. The position is predicated upon the post-holder bringing to the position an exceptional degree of marketing experience and skill, to be applied intensively within the position’s remit.