



## Head of Education Programmes (Updated for December 2017) Job Description

**Job Title:** Head of Education Programmes

**Reports to:** Dual reporting line to:  
Executive Director Global Engagement (Europe), *London*; and  
Senior Director of Education Programmes (CASE, *Washington DC*)

*As part of its 2016-2021 Strategic Plan CASE is working to establish a truly global 'OneCASE' culture. To facilitate this ambition, CASE has introduced dual reporting lines for senior regional staff so that they report into their 'professional family' across the world as well as to the Executive Director in the regional office. This enables best practices to be shared across the world, creates opportunity for global programming and projects, creates best value for CASE resources and establishes professional partnerships that support and inform high achieving teams in all parts of the organisation.*

**Contract:** Permanent

**Salary:** £40,000 - £48,000 (depending on skills, qualifications and experience)

**Hours of work:** Generally, 37.5 hours per week, but occasional extra hours required (see below). The pattern of hours may vary according to operational needs but generally work will be carried out between the hours of 9:00-17:30.

**Location:** The CASE office in London. Many events are London-based but some conferences are held elsewhere in the UK and continental Europe. Overseas travel across the CASE world will be required.

**Holiday:** 20 days per annum, plus statutory holidays.  
The CASE office in London is closed between Christmas and New Year, which is not included in your annual holiday entitlement, and time in lieu for weekend travel.

### Position Purpose

To meet the training and development needs of CASE members, and potential members, in Europe.



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### The organisation

#### 1) ABOUT CASE

CASE is a global education not-for-profit membership association that advances education to transform lives and society. Advancing education in over 3,600 member institutions, CASE has more than 85,000 individual members in 82 countries.

Broad and growing communities of professional practice gather under the global CASE umbrella. Currently these include alumni relations, development services, digital, communications, fundraising, government relations, marketing and web. These professionals are at all stages of their career and may be working in universities, schools, colleges, the arts and cultural sector or other not-for-profits. CASE membership also includes many corporate partners. CASE uses the intellectual capital and professional talents of an extensive network of volunteers to advance its work.

Headquartered in Washington D.C., CASE works across all continents from its offices in London, Singapore and Mexico City and seeks to achieve a seamless experience for all its communities: particularly its members, volunteers and staff. Its new strategic plan seeks to make CASE truly global. Working together across time zones and borders, CASE staff in all offices seek to make this ambitious OneCASE aspiration a reality.

**Vision:** Advancing education to transform lives and society.

**Mission:** As a catalyst for advancing education worldwide, we inspire, challenge and equip communities of professionals to act effectively and with integrity to champion the success of their institutions.

**Values:** We value professional excellence, integrity and respect for our community of volunteers and staff as partners, stakeholders and leaders. We aspire to be bold, agile and innovative. And we are committed, in all that we do, to be collaborative, inclusive and embracing of diversity.

CASE delivers more than 100 professional development events around the globe per year, approximately 20% of which are seminars, study tours and conferences delivered by CASE's London office. All our events are delivered by our wonderfully talented and generous volunteers, supported by a small team of staff within CASE Europe. Our volunteers are motivated to share their knowledge for the furtherance of education and the development of the professional colleagues.

The largest CASE Europe education event is our annual conference, which in 2017 was attended by c.1,000 delegates in Birmingham and involved more than 200 volunteer speakers and committee members.



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### Core Objectives

- **Strategy:** Working closely with the Executive Director Global Engagement (Europe) and the Senior Director of Education Programmes in DC, develop the CASE Europe education strategy. This strategy will need to deliver professional development for individuals, support our member institutions to advance, achieve CASE Europe annual operational targets and complement the CASE strategic plan (see: [www.case.org/CASE\\_Strategic\\_Plan.html](http://www.case.org/CASE_Strategic_Plan.html))
- **Research:** Ensure that all education events are supported by market research, have exciting and impactful content, and are delivered by expert volunteer chairs and speakers.
- **Planning:** Ensure that all events are planned in detail and in good time to meet all marketing and communication needs and that all logistics are well managed.
- **Engagement:** Constantly be aware of developments in the sector, testing out developments in key areas with senior volunteers and working with the CASE Commissions in Europe.
- **Oversight:** of the annual education programme of seminars, webinars, study tours, institutes, conferences and other events meeting all performance and financial targets.
- **Delivery:** In addition to oversight of all educational programmes, you may be required to serve as the project manager for a small portfolio of conferences/events from the annual programme, including leadership of the annual conference.
- **Marketing:** Work closely with the Marketing & Communications Team to inform the marketing of the programme and work with the Business Development Manager to secure sponsors for all education events.
- **Evaluation:** Summarise all evaluations and feedback from education events and act to constantly improve and develop the services offered and improve upon already high quality standards of delivery and a more refined strategy.
- **Innovation:** Driving innovation and development to ensure that all members (irrespective of level or professional discipline) receive some training and development within the overall education programme each year. This will include working with partners, leveraging external benefit, creating new events, toolkits and especially the use of digital technology to provide online seminars which improve the dissemination of knowledge on current topics, widen the audience and improve financial margins.
- **Financial:** Manage the budget for the education team, agreeing and achieving all financial and other performance targets annually with the Executive Director and the Senior Director of Education Programmes.
- **Volunteer stewardship:** Work closely with the Senior Membership and Volunteer Engagement Manager to ensure exceptional stewardship of relationships with all staff and volunteers, and lead on engagement with very senior professionals.
- **Staff management:** Managing the Senior Education Programmes Manager, setting clear objectives, delegating effectively, providing guidance and driving forward the already very high internal performance and quality standards.
- **Team:** Contribute fully and collaboratively with the CASE Europe Management team and all staff at CASE.



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- Any other duties as may be assigned by the Executive Director and the Senior Director of Education Programmes from time to time.

### Person Specification

#### Key Qualifications & Experience:

- Educated to degree level;
- Significant demonstrable experience in designing and delivering successful, large scale education or training events, innovating new products and services, which meet learning and financial goals;
- Significant demonstrable experience of successfully managing resources, including staff and budgets;
- Excellent inter-personal skills, working with a range of senior staff, members and volunteers utilising exceptional customer care and relationship building techniques;
- Excellent working knowledge of Microsoft Word, Excel, PowerPoint, Outlook and Database Management and a high comfort level with IT systems and multi-media at off site venues;
- Excellent communication skills, being able to present to different audiences, write effectively for different purposes and be clear and precise;
- Well-developed organisational skills with an attention to detail, very high quality standards, and an ability and willingness to effectively and efficiently deal appropriately with a wide range and high volume of administrative tasks;
- Excellent time management and prioritisation skills with ability to manage multiple projects;
- Negotiation skills: particularly with venues and contractors;
- Analytical and logical nature, with ability to work in highly organised manner;
- Ability to take a task from the start to completion working on initiative and without supervision;
- Confident financial and mathematical skills for budgeting;
- Able to multi-task and balance a busy workload, managing several projects simultaneously;
- A self-starter with a strong desire to learn and be part of a team.
- Ability to understand and work with people of a variety of different cultures;
- Ability to learn from, plan alongside and share best practice with counterparts in the educational programme professional family across the CASE world
- Demonstrate presence and social skills needed to represent CASE, work with senior executives and interact with academics and administrators;

#### Desirable Skills:

- Two years in education/training preferable in a senior management role;
- Extensive working experience of marketing and promotions;
- Previous experience in a membership association context;



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- Ability to work autonomously, show initiative and be creative;
- Speak two or more European languages;
- Empathy with the culture of education.
- Cultural Intelligence

### **Attitudes:**

- Demonstrable interest in education and for the mission of CASE.
- A global perspective
- Strong commercial, market-led approach.
- Friendly but robust manner.
- Ability to work as part of a small team and on own initiative.
- Ability to travel within Europe.
- Readiness to work unsocial hours on occasion (e.g. over weekends at conferences).
- Confident professional personality to manage yourself, others and projects to a high standard of excellence and respective to the organisation's goals.
- Ability to embrace CASE values and to work collaboratively with enthusiasm and energy

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