ABOUT THE #DIGITALREBOOT

#DigitalReboot is a new initiative of the Hub for Innovation and enterprise. It encompasses a series of events, activities and business collaborations to meet the growing demand for digital start-up business support and to enhance employability skills.

The #DigitalReboot will build on the existing digital media activities of the University’s Hub for Innovation and Enterprise, with the main focus of the programme being on the development of ideas from students, staff and recent alumni.

The #DigitalReboot programme runs an annual competition and IT challenge. It will also provide new technology and equipment which will be made available to start-up businesses, workshops and summer camps, seed funding, as well as specialist business mentors who will provide bespoke advice.

MAIN PURPOSE OF THE ROLE

1. You will support the Hub Coordinator in developing, marketing and promoting the #DigitalReboot across Canterbury campus. Following the launch of the project this year the Hub for Innovation and Enterprise is seeking to reach as many students as possible.
2. Create and maintain departmental contacts and ensure effective communication flow.
3. Along with the Hub Coordinator organise student sign-ups to the #DigitalReboot initiatives.
4. Encourage entrepreneurial students to take up residency at the University co-working space, the Hub.
5. Other relevant duties as directed by the Hub Coordinator

MAIN DUTIES

1. Promote the #DigitalReboot across Canterbury campus
   - Attend departmental and student events and present on the project
   - Communicate with representatives from the Careers and Employability Service, Kent Union, UELT, and other University personnel regarding promotion of the project
   - Communicate with student society representatives regarding promotion of the #DigitalReboot
   - Utilise social media to promote #DigitalReboot events
   - Utilise other campus events as a promotional opportunity for the #DigitalReboot
   - Work with the Hub Coordinator on marketing strategy for students
   - Attend student events to promote the project, this includes talks and lecture shout-outs
   - Promote the initiative to student societies

2. Create and maintain departmental contacts and ensure effective communication flow
   - Ensure relevant events are publicised on website and obtain attendance sheets
Meet with relevant personnel on a regular basis for inter-departmental updates
- Keep accurate records and feedback from events
- Build good working relationships with internal partners

3. Co-ordinate student sign-ups
- Work with the Hub Coordinator to maximise exposure of #DigitalReboot to student body
- Work with departmental contacts to promote the #DigitalReboot through other student activities such as workshops
- Email website links to attendants at University events to encourage participation

TARGETS

1. Student sign-ups to the Enterprise Skills Award
   Promote the Enterprise Skills Award online module to the student body with the aim of attracting more student sign-ups.

2. Student participation in competitions
   Promote all #DigitalReboot competitions to the student body with the aim of attracting student participants to each competition.

3. Student participation in enterprise-related events and workshops
   Promote all #DigitalReboot-related events to attract students to engage in workshops.

4. Engage with students to increase awareness and perception of the #DigitalReboot
   Attend various events to increase student awareness of the #DigitalReboot whilst acting as a spokesperson for the scheme both on and off campus. The aim is to generate a positive attitude towards the brand amongst staff and students of the university.

QUALIFICATIONS, KNOWLEDGE, SKILLS AND EXPERIENCE

Qualifications
- A-level or degree standard with previous project management experience

Knowledge
- Enthusiasm and good understanding of enterprise skills and the Hub
- Good understanding of enterprise opportunities available to students
- Good understanding of university structure and services

Skills
- High degree of computer literacy including the use of programmes such as Word, Excel, Publisher
- Awareness of the digital media, online marketing and cyber security
- Effective communicator with good listening skills and empathy
- Good organisational skills with the ability to prioritise demanding workloads and work to tight deadlines
- Excellent interpersonal and networking skills, ability to work with a range of different interest groups
- Self-motivated and pro-active with the ability to multi-task
- Excellent team-working skills
- Reliable, trustworthy, creative with ability to take initiative
- Excellent administration skills
- Confident and enthusiastic when presenting to small and large groups
- Natural problem solver
- Entrepreneurial and highly motivated with a ‘can-do’ approach