

PBA Training and Social Media Manager

The Partnership Brokers Association is seeking to **contract a Training and Social Media Manager (TSM)**. The successful candidate will have sophisticated and nuanced written, verbal, and interpersonal communication and managerial skills (in English), to underpin and support the success of the PBA Training Portfolio. They will also proactively use social media to creatively support and promote training specifically and PBA and partnership brokering more generally.

PBA training has undergone significant change and development over the last few years. This has been in response for the demand for new online offerings and now post COVID the expectation of renewed in-person offerings and opportunities for blended approaches. The environment is dynamic, and PBA seeks a TSM with excellent managerial and time management skills to help drive and administer the day-to-day management and success of this developing Portfolio. The role requires proactively promoting the training in a global context; supporting the cohort of authorised trainers and trainers on the pathway; and the training community of practice. There is also the need for strong attention to detail and IT skills – knowing when/how to use available technologies to maximise the efficiencies and effectiveness of the portfolio. This could include managing a database of expressions of interest, developing course promotional and application materials, running a social media campaign and developing and/or styling course guides and learning materials.

This job is a self-starting, self-managing role, working with the Training Lead and the Trainers in the good management and success of all aspects of the Portfolio. It would really suit someone who seeks engaging and dynamic part time work in a global setting and flexibility in terms of when and how they attend to it. The job is a mixture of proactive and recurrent and responsive/adaptive to demand and interest.

Key Accountabilities:

Support the day-to-day management and success of the Training Portfolio (including Advanced Practice) by:

- Leading on the proactive promotion of the training suite across diverse channels and researching/reaching out to diverse sectors and countries to build enrolments/a pipeline.
- Proactively and creatively using social media for the promotion of PBA, partnering, training and PBT events and publications – actively keeping PBA visible for all things partnering.
- Supporting PBA Trainers/Trainers on the Pathway in their preparation and delivery of training services and products in a range of ways including developing promotional and application materials; fielding enquiries and maintaining a database of expressions of interest and following up as relevant.
- Working collaboratively with the Managers of other PBA portfolios in the delivery of their work (as required) to ensure overall alignment and efficiency and effectiveness of effort.
- Managing and maintaining the training component of the PBA website - ensuring it is up to date and relevant. And engaging and supporting trainers to ensure that the training calendar aligns with the approved business plan and the plans of individual trainers. Chasing up where there is a disconnect or shortfall and resolving.

- Advising and supporting the Training Lead/team on the most fit for purpose suite of products and services – including researching opportunities and new approaches.
- Proactively supporting the Training Lead and team in the update, maintenance and accessibility of all training products and services. Keeping these up to date and archiving older materials to keep the Portfolio Folders appealing and easily navigable.
- Leading on a regular update to Trainers and then more broadly the Associates and Alumni through timely drafting of a Trainers' Newsletter and then a training section in PBA newsletters.
- Providing secretariat support to the Trainers COP and timetabling and supporting 2 x online COPs per annum.
- Other duties as required/negotiated with the Training Lead.

Selection Criteria:

Core capabilities – evidence of highly developed:

- **Management of Self e.g.,**
 - Shows drive, time management skills and motivation and an ability to self-reflect and a commitment to ongoing learning.
 - Develops fit for purpose systems, processes and approaches to keep portfolio, budget, records in order and accessible.
- **Written, verbal, social media and interpersonal communication skills (English) e.g.,**
 - Communicates clearly, actively listens to others and responds with understanding and respect.
 - Demonstrates inclusive behaviour and shows respect to diverse backgrounds, experiences and perspectives.
 - Deploys social media campaigns to achieve results.
- **Commitment to participant/client service e.g.,**
 - Promotes a participant/client focused culture in their team and considers new ways of working to improve the participant/client experience of the organisation.
 - Ensures systems are in place to capture participants'/organisations' insights to improve products and services.
 - Promotes and maintains alliances within organisation and across the public, private government and community sectors to keep abreast of need and opportunities.
- **Planning and Prioritisation e.g.,**
 - Considers the annual business plan objectives, budget forecasts and scheduling for when prioritising own work and work with managers from other portfolios.
 - Anticipates, identifies and addresses potential problems that may have an impact on delivering the business plan and/or the participant/client experience.
 - Participates in and contributes to own team/portfolio initiatives to resolve common issues and/or barriers
 - Understands and applies effective planning, coordination and check methods.
- **Technology skills e.g.,**
 - Identifies ways to use a broad range of technologies/social media channels to connect and collaborate with potential markets/clients.
 - Identifies ways to maximise the value of the technologies available to achieve against the organisation goals/business plan and beyond.

Desirable capabilities:

- Literacy in another language/s other than English (PBA's current core operating language)
- Strong cross-cultural experience and know how
- Successful completion of a PBT and/or Advanced Skills

Reporting Line: This role works with and reports to the Training Lead.

Days and Remuneration:

The role currently has 84 days allotted to it @220GBP per day. Invoicing is monthly and payment made within 14 days of receipt of countersigned timesheet and correctly presented invoice.

How to apply:

If you are interested, please respond to the Selection Criteria with a cover note reflecting what most interests you about the role, addressed to the PBA Training Lead, Kate Hayes.

Your application should be sent by 30th January 2023 to: info@partnershipbrokers.org