



Job Advert

Job Title: Head of Insight and Engagement

Status: Permanent

Hours: Full Time (35 Hours Per Week)

Responsible To: Chief Executive

Responsible For: Communications Manager; Advice Manager; Elected President Team X3

Salary: £39,432 - £45,647 (Grade 6)

Closing Date: Friday 02 December

Key Working Relationships

Internal

Chief Executive

Commercial Manager

Advice and Communications Managers

EHU Directorate and SMT

EHU Careers, Communications, Student Services

External

WonkHE

NUS

Community Safety Partnership

SU National & Regional Networks

Edge Hill Students' Union is a membership organisation – everything we do is shaped by students and supported by a team of staff. We have an ambitious strategic plan which seeks to create the best student experience we can for as many students as possible, and we're here to make sure ALL Edge Hill student voices are heard valued and acted upon. At the heart of this is effective student engagement.

Applications are invited for our Head of Insight and Engagement, who will lead the Student Voice Department and the student engagement elements of our strategic plan. The successful candidate will work in partnership with our diverse stakeholders, co-creating new projects and improvements in relation to how we operate and report impact. This is a creative role: successful applicants will both be enthusiastic about data practices and be passionate about the storytelling potential of a data-first organisational approach.

The role holder will lead and oversee the continual review and monitoring of departmental and University-wide activities to improve student experiences. This will be achieved through data collection, visualisation, and impact reporting through the University's and Students' Union's Governance structure. In this sense, the successful candidate needs to be passionate about insights and data and will use excellent communication and storytelling skills to ensure the Union's impact is clearly communicated to stakeholders.

The role involves working closely with academic staff, departments, relevant university teams, leading new ideas, providing leadership and oversight on policy. Where gaps are identified, the successful candidate will draft and implement projects working with staff across the Students' Union and University.

The successful candidate will work closely with the CEO and management team in a number of key strategic areas. These include research, insights, case studies, resource and budget planning, and policy development commensurate with a complex, multi-department organisation. The role holder is a member of the Students' Union Senior Leadership team



and is required to maintain a good overview of changes within the higher education, charity, and engagement sectors in addition to briefing staff where required.

The role holder has direct line management responsibility and will be expected to lead a diverse team to deliver a programme of student engagement services. Being passionate, open, and transparent with staff are essentials, in addition to role-modelling Edge Hill Students' Union's values to create an inclusive and collaborative culture.

Candidates must have a degree, or equivalent demonstrable experience of managing teams, excellent change management skills, and excellent oral and written communication skills.

Benefits of working for Edge Hill Students' Union include:

- On-site parking (subject to application)
- 25 days annual leave, plus bank holidays and Christmas closure days
- Free access to BUPA healthcare Cash Plan
- Auto-enrolment pension scheme
- Government backed "cycle to work" scheme
- Discounted staff membership to the Edge Hill Sports Centre

To apply for this position, you are required to submit a completed application form which can be downloaded from our website, addressing the criteria in the Personal Specification to supeople@edgehill.ac.uk. Please also include where you saw the advertised role in your email.

If you would like to arrange an informal chat about the role, please do not hesitate to contact Paul Malone, Chief Executive, at malonep@edgehill.ac.uk. The closing date for applications is Friday 02 December.

Interviews will take place on Friday 09 December. Please ensure you keep the interview date free in case of successful application.

Due to the high volume of applications we receive, we are not able to contact candidates who have not been shortlisted. For the same reason, we may also close our vacancies early. It is therefore advisable to apply as early as possible if you would like to be considered for a role.

Edge Hill Students' Union is an equal opportunities employer.

Job Description

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Purpose of Post

- To lead on all insight, data visualisation, report writing, monitoring and evaluation activities across the Student Voice Team, taking lead on the development of the Student Voice Tracker.
- To lead the development and delivery of our approach to student engagement, ensuring students are supported to achieve their potential while studying at University.
- Alongside the Chief Executive, to play a significant role in the future development of Edge Hill SU by leading on relevant strategic themes and values.
- To represent the Union internally and externally as and when required.

Insights, Evaluation and Data Monitoring

- To be innovative and creative with the Union's data visualisation capabilities (Power BI), using our access to data and technology to further develop our impact reporting capabilities.
- To maintain and develop regular data collection using the Student Voice Tracker, and to creatively develop the breadth of data reported on across the Students' Union.
- To set realistic, data-oriented goals and objectives for departmental campaigns and projects.
- To lead on departmental debrief and evaluative sessions, and to report key metrics to the Chief Executive on a regular basis.
- To write effective and compelling reports using data-led insights and to deliver those reports through the University's and Students' Union's governance structures.
- To continually develop knowledge and understanding of data cleaning, data science, and data visualisation.
- To work alongside the Communications Manager and Communications Coordinator to develop our CRM system with regard to segmentation of student audiences.

Engagement Strategy

- To lead on departmental project planning using the Students' Union's agile project planning software (Asana).

- To brief all Student Voice staff on national trends and campaigns that affect the Higher Education sector, and use critical understanding of national briefing services, news stories, and
- To help guide the elected Student Presidents with their campaign work, setting ambitious targets for tangible change that will benefit Edge Hill students.
- To assist the Communications Manager in the design and execution of services and projects.
- To be a point of contact when it comes to research methods and the Union's consultation work, providing expertise and insight as to the best approach to conducting research projects and publishing reports.
- To work with the Communications Manager to develop the Union's storytelling capabilities, placing emphasis on reporting data and insights in new and compelling ways.

Staff Management and Departmental Development

- To organise biannual strategy and planning weeks with the Student Voice team in January and May.
- To coordinate and develop effective development budgets and advertise to staff members through the Union's 1-1 structure.
- To continually develop the Student Voice Tracker, ensuring that staff follow guidelines and that metrics are accurately recorded across services.
- To lead, manage, and develop all direct reports through objective setting, staff development reviews, and talent management.
- To communicate transparently with other senior staff members, using your expertise in insights and engagement to guide the Union's development.
- Ensure cross-departmental adherence to, and compliance with, the Union's policies and procedures.

Data Protection and GDPR Lead

- To be the data and GDPR lead for the organisation, ensuring the continued success and development of our Data Sharing Agreement with Edge Hill University, and that risk-based documents like the Information Asset Register are updated to schedule.
- To ensure that confidential and personal information is held and processed securely.
- To comply with all GDPR legislation and ensure all staff adhere to the Students' Union Data Privacy Policy,

General Tasks and Responsibilities

- To ensure that the Union's policies, particularly in relation to equality and diversity, health and safety, data protection, financial management and staffing are adhered to.
- Work proactively towards delivering the Union's strategic aims.
- To have a 'can do' problem-solving attitude which contributes to the work of the whole team,
- To occasionally work at weekends and evenings, according to organisational need or activities.
- To undertake any other duties required which are commensurate with the scope and grade of the post.

Person Specifications

Post Title: Head of Insight and Engagement		
Criteria	Essential/Desirable	Assessment Method
Qualifications		
Educated to degree standard or equivalent demonstrable experience	Essential	Application Interview
Evidence of continued professional and personal development	Essential	Application Interview
Qualification or online training in data science, data management, and/or data visualisation.	Desirable	Application Interview
Skills and Knowledge		
Demonstrable understanding of key issues affecting students and trends in the Higher Education sector.	Essential	Application Interview
Knowledge of data visualisation software (Power BI) with advanced knowledge of analysis and cleaning processes in Microsoft excel.	Essential	Application Interview
Demonstrable knowledge of report writing, both in a University and research context.	Essential	Application Interview
Excellent communication skills and experience of dealing with people of all ages and at all levels.	Essential	Application Interview
Excellent project management skills using agile methodologies (Asana).	Essential	Application Interview
Excellent IT and organisational skills, with a particular emphasis on accurate data entry and data cleaning.	Essential	Application Interview
Advanced skills in using Microsoft Suite.	Essential	Application Interview
Knowledge of data protection legislation	Desirable	Application Interview
Knowledge of GDPR, subject access requests, and the maintenance of information asset register	Desirable	Application Interview

Knowledge of statistical analysis and related software (e.g. SPSS)	Desirable	Application Interview
Relevant Experience		
Significant experience in at least two of the following areas: communications, marketing, data science, HE management, statistical analysis, student engagement, membership management, campaigning, research.	Essential	Application Interview
Experience of working with and developing performance targets using data-led methodologies.	Essential	Application Interview
Some experience of conducting and coordinating research and reports.	Essential	Application Interview
Demonstrable success and evaluating and monitoring insights and analytics in line with strategic objectives.	Essential	Application Interview
Experience of working in the charity and/or campaigning sector.	Desirable	Application Interview
Experience of working in a Students' Union or similar audience-led environment.	Desirable	Application Interview
Personal Qualities		
Demonstrable experience of working in a diverse team	Essential	Application Interview
High level of emotional intelligence	Essential	Application Interview
Ability to work unsupervised and on own initiative	Essential	Application Interview
Flexible and adaptive approach	Essential	Application Interview
Ability to motivate others	Essential	Application Interview
Attention to detail	Essential	Application Interview
Proactive attitude to work	Essential	Application Interview