

It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

Head of Student Experience EHM0196-0717

The Role

Reporting to:	Director of Student Recruitment & Administration
Accountable to:	Pro Vice Chancellor (Student Experience)
Responsible for:	A range of staff to be appointed to support this function

This is a newly established key role for the University and will coordinate the delivery of a new programme of student engagement, experience and enhancement activities. This role presents an excellent opportunity for the successful candidate to build and shape innovative services which are essential to the continued development of the University. The role holder will lead on developing a new Student Voice function, as well as ensuring that communication with our student body is coordinated and consistent across the student journey.

The post will support our academic and service departments in their work with students. The post holder will be responsible for creating and managing a new Student Experience Team to develop and deliver projects and execute a programme of campaigns and events with the aim of responding to feedback and proactively engaging our students throughout their time at Edge Hill University.

The post holder will work closely with and support a range of senior colleagues with oversight for the student journey, including the Director of Student Recruitment and Administration, the Academic Registrar and the Director of Student Services. Additionally, the post holder will be required to build effective, positive and professional working relationships with academic and support service colleagues across the University to optimise the student experience and contribute to the continued success of the University.

Responsibilities

Service Delivery:

1. Scope and develop the service provision for the new Student Experience Team to meet recommendations from recent research and to proactively engage our students.
2. Ensure the delivery of excellent services to colleagues and stakeholders, effectively using management information, data and other performance indicators to enhance service levels.
3. Clearly articulate the standards and service levels required for the wider team and ensure that those standards are consistently exceeded.
4. Advise and support Directors and senior colleagues to determine and articulate how the service will be developed in the future to meet the needs of a rapidly evolving sector and ensure there is clear alignment between the University and service objectives and individual contributions.
5. Advise and support Directors and senior colleagues to identify how emerging policy decisions will impact on service delivery and ensure that appropriate provision is made to respond to sector changes.
6. Develop the capacity and capability of the service through the effective deployment of resources, taking into account the continual review of stakeholder feedback.
7. Significantly enhance the external profile of the Student Experience Function in appropriate networks and forums, identifying and building supportive and mutually beneficial partnerships.
8. The role holder will deputise for Directors and senior colleagues by chairing or attending meetings, networks or sector groups internally and externally.

Strategic and Operational Planning:

1. Operate highly effective systems and processes for strategic and operational planning including the development of strategies, annual action plans and the production of reports and regular reviews.
2. Maintain an in depth knowledge of best practice and keep abreast of developments in the HE sector to inform planning, policy and service development.
3. Produce and monitor budgets and spending within agreed limits in order to deliver value for money and impact.
4. Provide high quality management reports which update on progress, contribute to planning and resource setting and lead on the development of business plans which can be translated into actions for front line staff.

Leading and Managing Staff:

1. Take responsibility for scoping and establishing new Student Experience roles and appointing to and managing those roles as well as contributing to wider service management where appropriate.
2. Ensure effective delivery of services through the clear communication of business objectives and alignment of individual and team objectives with University Strategy.
3. Lead a series of matrix-style project teams and functions to deliver student experience enhancements across the University.

4. As a member of the Student Administration Senior Management Team, effectively contribute to the overall leadership and management of services and the continued development of a positive management and staff culture.
5. Contribute to the future development of staff and structure across the wider Student Administration portfolio.
6. Build staff capacity and organisational capacity through further development of the highly effective management team.
7. Further sustain a culture of outstanding performance and continuous service and self-improvement, maintaining high levels of discretionary effort.
8. To carry out any other duties as required by the Director of Student Recruitment & Administration or other senior colleagues.

Other Specific Duties Relating to the Role:

1. To work across the academic areas and support services and in collaboration with Edge Hill Students' Union to create and develop an annual plan of student communications and campaigns designed to engage students fully with university life.
2. To work closely with colleagues in communication teams/functions with responsibility for Student Communications to ensure that an annual plan of events/campaigns is coordinated and fully supported across the University.
3. To work to coordinate high-impact campaigns which support the relevant student facing strategies and encourage further engagement with the full range of student enhancement opportunities.
4. To monitor and evaluate campaigns to ensure their high impact and to learn from best practice to further improve campaigns in the future.
5. To use a range of data to develop a deep understanding of the student community at Edge Hill and, through this, to identify activities which will ensure the retention and engagement of the student body.
6. To scope, lead and deliver University wide projects which will positively impact on the student experience.
7. To lead the development of the use of student voice in all that we do.
8. To take responsibility for consistency of messaging style to current students from across the University, as a key aspect of the University brand.
9. To support the development of IT systems designed to better support, engage and inform students and to track attendance, engagement and success.
10. To support activities relating to the transition from applicant to enrolled student and student success.

In addition all Edge Hill University staff are required to:

- Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety.

- Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons.
- Undertake appropriate training and development as required.
- Participate in Edge Hill's Performance Review and Development Scheme.
- Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner.
- Demonstrate excellent Customer Care in dealing with all customers.

Salary: Management Grade
 Up to £49,297 per annum

Hours: 36.25 hours per week

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification below.

Head of Student Experience
EHM0196-0717

Edge Hill
University

	Essential	Desirable	Method of Assessment
Qualifications			
A first degree	*		A
Higher degree and/or professional qualification.		*	A
Evidence of continued professional development.	*		A
Experience			
Experience of delivering activities designed to engage students in the learning and wider universities experience	*		A/I
Experience of using data to develop services and activities for students or customers	*		A/I/T
Experience of using customer feedback to develop services or engagement provision	*		A/I
Experience of developing engaging student focused content for use in communications campaigns	*		A/I
Experience of implementing and using Customer Relationship Management (CRM) Systems		*	A/I
Experience of delivering large-scale events	*		A/I
Experience of the working in and/or with academic departments or in large complex organisations or structures.	*		A/I
Demonstrable experience of preparing and managing budgets	*		A
Knowledge			
Knowledge and understanding of current issues relating to the provision of modern, user-focused student facing services	*		A/I/P
Detailed knowledge of the UK Quality Code (especially Chapters B2-5) and the implications for institutional engagement programmes		*	A
Leadership			
The experience and ability to lead a team successfully, harnessing enthusiasm and ability and	*		A/I/P

creating a culture of high performance and continual development			
The ability to develop clear aims and objectives and to engage staff at all levels.	*		A/I/P
People development capability with a strong focus on continuous development.	*		A/I
Organisational Management			
A successful track record in implementing change.	*		A/I
Excellent planning, analytical and problem solving skills.	*		A/I/T
Excellent organisational skills, ability to keep records and pay attention to detail	*		A
An understanding of key drivers, emerging policy and future challenges within higher education.	*		A/I/P
Personal Qualities			
Outstanding communication skills and the ability to persuade and motivate.	*		A/I
The ability to build positive relationships with students, staff and stakeholders.	*		A/I
High levels of emotional intelligence.	*		I

Person Specification:

A= Application form

I = Interview

T= Task/test

P= presentation