

## Job profile

<b>Job title</b>	Head of marketing and insight
<b>Reports to</b>	Chief executive
<b>Responsible for</b>	Insight manager, marketing and communications manager
<b>Salary</b>	£45,900

### Job purpose

The postholder will be responsible for transforming the Union's approach to engagement with our members, clients and other stakeholders. This will involve developing and implementing new ways of working driven by an insight function which will build our understanding of members' needs and a marketing and communications function which will enable meaningful communication with our stakeholders.

### Duties

- Develop an engagement strategy and implementation plan which address engagement in all areas of the Union's work
- Embed an insight-led culture across the Union through producing insight and analytics on our members which supports decision-making by student officers, staff, students, student groups, the University and other partners
- Embed a customer service ethic across the Union to improve service quality
- Develop and roll out a new brand for the Union and work with colleagues to embed this in all our work
- Build the Union's profile among members and staff in the University and in our local communities
- Develop and implement means for the Union to deliver, or support students to deliver, information- and change-led campaigns
- Introduce new ways to evaluate the efficacy of activities and services
- Introduce new systems and software to enhance digital service delivery
- Develop commercial strategy based on advertising, experiences, etc.
- Manage the team's performance
- Manage the service's budget

### *Senior leadership team*

- Contribute to the development, implementation and review of the Union's strategic plans and leading on operational plans
- Contribute to the achievement of Union and team objectives as a leader, mentor or team member as required
- Empower and support student officers and other student leaders

### **Additional responsibilities of all staff**

- Be a team player by working with colleagues and students across a range of projects
- Maintain high standard of professionalism, confidentiality and respect for student, colleagues and visitors
- Adhere to and apply the Union's values, policies and procedures
- Be responsible for observing and implementing good health and safety practices
- Travel to/between and work at all three UEL sites when required
- Attend committees, meetings, training, conferences and other events
- Attend occasional weekend and evening events, according to organisational needs
- Participate in major Union events and activities as and when required
- Undertake any other duties as reasonably requested by line manager

## **Person specification**

All criteria listed are essential for this role except where stated desirable.

### **Education/qualifications**

- Educated to degree level or significant equivalent experience in marketing, communications, research or similar
- Postgraduate qualification in the above (desirable)
- Relevant continuing professional development

### **Professional experience**

- Developing and implementing engagement strategies (essential) in membership, not-for-profit or other similar organisations (desirable)
- Using data-driven/insight-led approaches to inform and support delivery of own projects and those of other teams
- Developing and maintaining relationship with key stakeholders
- Implementing new ways of working to enhance operational efficiency and customer experience (essential) including digital service delivery (desirable)
- Driving commercial growth through advertising, experiences, etc.
- Evaluation of efficacy of activities and services (desirable)
- Managing teams of staff with proven success
- Advising and supporting teams of elected officials or volunteers (desirable)
- Managing and working in a matrix management structure (desirable)

### **Knowledge, skills and abilities**

- Understanding of member/customer journeys and customer service
- Understanding of branding and values
- Understanding of insight-led/data-driven approaches to work
- Understanding of business management, planning, execution and review
- Sound judgement and the ability to think strategically
- Developments in digital service delivery (desirable)
- Higher education and the challenges facing students and universities (desirable)
- Excellent organisational skills including managing conflicting priorities and a diverse workload
- Able to take on responsibility for delivering tasks to ensure targets are met
- Able to communicate and work effectively in a team and using own initiative
- Excellent inter-personal skills including being able to clearly communicate with other staff members at all levels
- Excellent IT skills including Microsoft Office
- Innovative and creative approach to work

### **Personal attributes**

- Willing and able to work in a fast-paced, challenging environment
- Willing and able to work in a student-led, democratic organisation
- Willing and able to work flexibly including occasional evenings and weekends
- Understand and appreciate culture and climate of modern students' unions
- Sensitive to the needs of a diverse community and cultural differences