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**JOB DESCRIPTION**

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| **Job Title** | Information, Advice and Guidance (IAG) Manager |
| **School/Service** | External Relations Directorate |
| **Grade and Salary Range** | F |
| **Location and Hybrid working status** | University Square Stratford |
| **Reporting to** | Head of Outreach and Access |
| **Responsible for whom** | Line management of IAG team |
| **Liaison with** | Pre-entry students, teams across the External Relations Directorate, UEL schools and services, Access providers and networks, voluntary and community providers, other education and training providers, IAG networks and professional bodies, widening participation and other external networks. |
| **Contract type** | Permanent |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**THE DEPARTMENT:**

This role is part of the External Relations Directorate (ERD) that brings together an integrated Communications & Engagement, Student Recruitment & Marketing, and Digital Transformation service. The directorate is made up of several teams including Admissions, Strategic Communications, Policy & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement, and the International Office.

We are looking for team members who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous new', staying updated with emerging technologies and best practice across the sector.

**JOB PURPOSE:**

* To manage and develop a professional IAG team to create and maintain a client centred Matrix accredited Information, Advice and Guidance service that meets the changing needs of service users and makes a significant contribution to the recruitment, enrolment, retention, success, and positive progression of students.
* To work closely with colleagues across the External Relations Directorate and relevant UEL professional services to maximise the impact of the IAG service and support the University’s wider student recruitment objectives.

**MAIN DUTIES AND RESPONSIBILITIES:**

Under the direction of the Head of Outreach and Access the following tasks provide a general overview of the range of responsibility and activities. The list of tasks is not intended to be exhaustive. Employees are required to be flexible, dynamic and have the capacity to think creatively when presented with challenges.

* To lead the IAG team to deliver a holistic and impartial guidance service comprising drop in consultations, outreach activities and referrals to appropriate service providers including within the University such as pre-entry programmes, for prospective students in east London and the southeast.
* To enable and oversee the growth needs of the service through the delivery of strategic plans and activities to extend its reach and scope, increase applications from key target groups, and the implementation of efficient and effective resources to ensure high-quality experiences for service users
* To manage and develop the performance of the IAG team; maximise potential by setting objectives, reviewing performance, and identifying training and development needs
* To develop, maintain and review periodically the operating frameworks that support the delivery of a high-quality service and activities including data collection, analysis and evaluation .
* To manage the data collected through CRM, analyse progression rates and report data and service activity through regular review meetings and monitor the service’s impact including against OfS criteria.
* To identify, create and maintain effective and holistic partnerships with a portfolio of partner college and community organisations with the aim of further widening participation and to periodically review the mix and depth of partnerships created in support of the widening participation strategy and policies.
* To develop and maintain formal and informal networks internally at UEL and externally that support the delivery of the IAG service including admissions tutor networks, mature student networks and Access provider networks.
* To ensure that the service maintains Matrix accreditation by leading on the formal assessment process and by implementing Matrix standards as an ongoing quality assurance framework.
* To champion preparatory programmes and Access to HE Diplomas and to provide a key interface between these programmes and the IAG service including through the development of progression agreements and joint admissions processes.
* To ensure all publications – printed and digital, and presentations used at UEL and outreach locations are up-to date, reflect UEL’s core messaging and are relevant to prospective students.
* To have an interest in content creation and production for social media and contribute to publicising the team’s work through the website, newsletters and internal publications
* To act as an ambassador for UEL and provide effective representation UEL on relevant external committees and widening participation partnerships.
* To undertake evening and weekend work as necessary and occasional overnight national travel as required by the post
* To undertake other duties commensurate with the grade as directed by the Head of Outreach and Access or the Director of Recruitment and which contribute to enhance the profile and efficiency of the service.

**PERSON SPECIFICATION**

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria;**

* Demonstrable experience of developing and delivering student facing services in FE or HE settings at strategic, tactical and operational levels including the use of market research, insight and analysis to identify and evaluate opportunities and to inform plans
* Experience of leading a team or teams to acquire Matrix accreditation and deliver targets
* Knowledge of widening participation policy and experience of working with applicants to support progression to higher education
* Experience of project management and managing multiple projects concurrently as well as competence in data analysis and presentation appropriate to the role such as the use of dashboards.
* Experience of designing and implementing systems for capturing, monitoring and analysing data to evaluate the impact of the service and activities delivered
* Experience of developing and maintaining reporting frameworks aligned to KPIs and business objectives
* Understanding/awareness of regulations around Data Protection, Privacy and Consent

**Desirable criteria;**

* Competence in using Power BI
* Knowledge/experience of Dynamics CRM

**COMPETENCIES REQUIRED**

**Essential criteria;**

* Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment, and experience of promoting equality of opportunity (I)
* Comfortable working and adapting creatively in a changing environment (influenced by external regulatory and policy factors).
* Excellent interpersonal, written, and oral communication skills including the ability to present to a range of audiences
* Ability to positively influence senior stakeholders
* Proficiency in using a range of digital communication tools
* Ability to negotiate with partners to develop services which meet their needs including selecting the most appropriate offer and content
* Experience of managing staff to deliver Information, Advice and Guidance and workshops ensuring high-quality provision that aligns with key UEL strategies for widening participation and recruitment
* Ability to focus and motivate team members
* Ability to engender strong team working with and without formal line management structures to ensure projects are delivered as specified, on time and on budget

**Planning and Organising:**

* Experience of planning, prioritising, and organising work on a daily, weekly or monthly basis, whilst ensuring the effective use of resources and delivering to tight deadlines

**Skills and Abilities:**

* Ability to work with and interpret data to inform decision making.
* Digitally focused and confident in using new/emerging technologies, with a willingness to utilise new platforms to enhance business operations
* Staying on top of relevant digital trends and developments

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria;**

* Educated to degree level or equivalent experience

**Desirable criteria;**

* Postgraduate Diploma in Careers Guidance or equivalent experience

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!