

**JOB DESCRIPTION**

**Job title:** Head of Digital

**Service:** External Relations Directorate

**Location:** Docklands

**Grade:** H

**Responsible to:** Director of Change and Transformation (Digital)

**Responsible for:** Product owners for Web, CRM, social media, and the wider digital content team, automation projects, student ambassadors

**Liaison with:** External Relations colleagues, colleagues across the university, and external agencies

**Never Not Moving Forward**

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

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London is underway with its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 5.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 5.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive, and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**THE DEPARTMENT:**

The External Relations Directorate (ERD) is made up of a number of teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement, Admissions and the International Office. We are looking for team members who will be part of embedding an innovative practice to our external relations directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

**JOB PURPOSE:**

One of the university’s key strategic priorities is to embed a digital first culture where we aim to offer a single, streamlined digital experience from a stakeholder’s first point of contact with the university through to graduation/engagement and beyond. By digital transformation we not only consider this in our use of technology but also in our culture, user experience and impact. The Change and Transformation (digital) team is a newly created team within the university’s External Relations Directorate.

It operates in a studio-based environment to be the visual brand guardian of the university, providing creative direction and design. It will now also maximise the utilisation and implementation of technology and digital tools through enhancing business process optimisation and digital solutions to facilitate the delivery of world-class customer experiences and service. It will require working with contract staff and colleagues across the university to ensure we are a digital first, customer-facing institution.

This role will work in conjunction with the Director of Change and Transformation to develop the External Relations Directorate’s Digital Strategy and then lead on the implementation and reporting of the strategy. They will ensure there is strategic alignment and a holistic stakeholder focused approach to the use of digital channels and lead on user experience and user interface design across all UEL’s digital channels.

Working with the Head of Design and other Heads in the Directorate to develop, deliver, report on, and refine the institution-wide content strategy to deliver integrated user testing throughout the campaign construction and delivery process to deliver sector leading solutions that delight UEL’s customers and stakeholders.

**MAIN DUTIES AND RESPONSIBILITIES:**

* To oversee the delivery and reporting of the External Relations digital strategy against Directorate KPIs.
* To collaborate with the Head of Design and other heads in ERD to construct, implement and report on the ERD content strategy, framework, and standard operating models (matrix responsibility for content).
* Drive effective adoption of current and new technology to deliver brand aligned personalised immersive customer experiences on website (internal/external), CRM, social media platforms and other tools (chatbots, email marketing), working closely with IT Services and the Insight Team to user test and optimise solutions from initial conception to final delivery.
* Organise working models between platform/channel owners, superusers, and senior user to ensure consistency of use, compliance, and integration across all tools.
* To lead on the development and optimisation of the user experience, interface, and visuals for all online channels including the website, intranet, social media channels and email marketing working closely with IT Services and the Insight Team to user test and optimise solutions from initial conception to final delivery.
* Keep informed of latest developments in the advancement in digital tools, platforms, and reporting metrics.
* Engage stakeholders to understand change impact and business readiness to adopt planned changes and realise benefits through digital technology.
* Encourages best practices throughout the directorate which enables them to provide excellent customer service.
* Ensure that there is an embedded “test, learn and adapt” culture across the directorate which will be applied across all digital platforms.
* Any other duties appropriate to the role, as required.

**Management and Culture:**

* Supports and champion working methodologies across the directorate such as agile and project management.
* Lead on co-creation with colleagues in the directorate and change leaders across the organisation to effect business change through enhancing operational processes to deliver market-leading customer experiences.
* Work with the director to foster a directorate wide culture of innovation, co-creation, and business change - utilising technology and business process design whilst demonstrating value for money and best use of resources.
* Drive a customer centric approach using data, customer insight, and feedback to challenge and support business change.
* Maintain a climate that attracts, retains, and motivates top quality personnel, both paid and volunteer.
* Recruit, train, appraise, supervise, support, develop, promote, and guide qualified personnel, both paid and volunteer.

**PERSON SPECIFICATION**

**KNOWLEDGE AND EXPERIENCE**

**Essential:**

* Proven success in a management or head role, and experience of managing in a large-scale and multifaceted organisation. (CV)
* Experience and passion for digital transformation of education (HE) or another large-scale sector organisation. (I)
* Strong business acumen and experience of managing complex large-scale operations within budget and to target. (I)
* Ideas and insight led: analytical skills, including the ability to commission and interpret market research, and the statistical competence to analyse, interpret and communicate findings and recommendations. (I)
* Experience of managing client relationships. (CV)

**Desirable:**

* Strong project management experience or experience in embedding project management methodology. (A/I)
* Trained in agile methodology. (A/I)

**LEADERSHIP**

**Essential:**

* Exceptional management skills, demonstrating emotional intelligence, resilience, inclusiveness, thriving on challenges and remaining calm under pressure. (CV/I)
* Industry 5.0 mindset. (I)
* Experience of managing change effectively. (I)
* Experience relating to strong operational management delivery across the area of external relations. (CV/I)
* Significant demonstrable ability to think strategically, deliver organisational strategy and gain ‘buy-in’ from relevant internal stakeholders, including staff. (CV/I)
* 5-star digital rating ambition. (I)
* Significant and demonstrable experience of leading and managing a team including the development of talent to deliver the organisation’s strategic objectives and promoting the development of a high performing culture. (CV)
* Experience of internal politics with the ability to influence policy, backed by our institutional themes. (I)

**OTHER ESSENTIAL CRITERIA**

Essential:

* An excellent and persuasive communicator with the gravitas to be credible working at senior level. (CV/I)
* Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment. (I)

**Criteria tested by Key:**

A = Application form,

CV= Resume,

I = Interview