

# CANDIDATE PACK

DIRECTOR OF STRATEGIC  
COMMUNICATIONS AND PUBLIC RELATIONS



University of  
East London

**125**  
YEARS  
of Pioneering Futures



University  
Mental Health  
Charter  
Award

**83%**  
Overall positivity of  
graduating students





# Welcome Message

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Dear Candidate,

Thank you for your interest in the role of Director of Strategic Communications and Public Relations at the University of East London (UEL).

At UEL, we are on an ambitious journey to redefine education for the future through our Vision 2028 strategy. As we prepare our students for the evolving world of Industry 5.0, we recognise the power of communication in shaping perceptions, building connections, and driving meaningful engagement with our diverse communities.

This role is an exciting opportunity for an innovative and strategic leader to play a pivotal role in enhancing UEL's reputation, storytelling, media engagement and influence. Working closely with senior leadership, you will lead an integrated communications and public relations strategy that amplifies our impact—both within the UK and globally.

We are looking for a dynamic, forward-thinking professional with a passion for shaping narratives, influencing public discourse, and delivering high-impact communications strategies. If you thrive in a fast-moving, purpose-driven environment and are eager to make a lasting difference, we would love to hear from you.

We hope this candidate pack provides valuable insight into this exciting opportunity. Should you decide to apply, we look forward to learning more about you.

**Vanessa Varvas, Chief Marketing Officer**



# The Role

## DIRECTOR OF STRATEGIC COMMUNICATIONS & PUBLIC RELATIONS

**COMPETITIVE SALARY  
DOCKLANDS CAMPUS**

**CLOSING DATE:  
27TH APRIL 2025 AT MIDNIGHT**

We are looking for a Director of Strategic Communications & Public Relations to work closely with key leaders across the University on its core strategic positioning, internal and external writing, public relations and reputation. This critical role will deliver break-through connections with students, industry and the communities we serve to build an industry-leading service. Your work will align with our Vision 2028 priorities, showcasing the exceptional people, research and initiatives that set the University of East London apart.

University of East London is a vibrant and diverse institution committed to transforming the lives of students through exceptional education and career-focused opportunities. We're proud to be recognised as the University of the Year for Teaching Quality in the Times and Sunday Times Good University Guide 2025. UEL is also ranked 1st in London for Student Experience in the National Student Survey 2024 and 3rd in London for Teaching Satisfaction in the Guardian University Guide 2025.

### ABOUT THE JOB

In this pivotal role, you'll work alongside the Vice-President (Engagement) and CMO to develop and implement a single, joined-up vision and strategy for the University's strategic communications and public relations agenda – building brand, advocacy and reputation, and delivering greater impact, reach and influence. You'll also make a key contribution to wider directorate priorities, across student recruitment, digital transformation, content, brand development and stakeholder relationship management.

### ABOUT YOU

You're a driven, dynamic, results-focused individual with relevant sector experience and a track record of success. A persuasive communicator at all levels, you have the credibility to inspire at senior level and as the University's external spokesperson. You have the skills, emotional intelligence and resilience to deliver both strategic leadership and strong operational management – with entrepreneurial flair, a desire to seek out innovative solutions, and an expectation that the team will strive to move engagement frontiers forwards.

Your strong understanding of the complexities of large higher education organisations, and the local and national policy landscape, is matched by your ability to develop policy, initiate organisational change and implement vision. You also have well-honed strategic writing and analytical skills.

#### What you'll need to thrive:

- A track record of working in or alongside the higher education sector at senior level in a communications, media or journalist role.
- Strong business acumen and experience of managing complex large-scale operations (including matrix management) within budget and to target.

- Proven success developing and delivering integrated internal and external communication and PR strategies.
- Demonstrable ability to think strategically, deliver organisational strategy and gain 'buy-in' from relevant internal stakeholders, including staff.
- Experience of managing high-level client relationships.
- Experience relating to strong operational management delivery across the area of external relations.
- Significant experience of leading and managing a team, including development of talent to deliver strategic objectives.

### ABOUT THE EXTERNAL RELATIONS DIRECTORATE

The directorate brings together an integrated Communications, Engagement, Marketing, Student Recruitment, and Digital Transformation service. It is made up of several teams including Admissions, Strategic Communications, Public Relations, Engagement, Marketing, UK Recruitment & Conversion, Outreach & Access, Design & Digital, Events & Advancement and the International Office.

We want leaders who can play a part in embedding transformation and innovative practice in our external relations function and enjoy working in an agile environment as we work towards a culture of the 'continuous next'. This is an exciting opportunity as we prioritise building the UK profile with key elements from Vision 2028 which is preparing our student communities for the skills required in Industry 5.0 and the world of Artificial Intelligence.

### BENEFITS PACKAGE

Here at UEL we understand it's about more than just a salary. It's about the entire package on offer along with our outstanding work environment and inclusive culture. We know the market rates for this vacancy and will offer a genuinely competitive salary DOE.

We care deeply about your wellbeing and our benefits includes: 20% pension (4% from you, 16% from us), 30 days holiday, plus we usually close for additional days over Christmas and Easter and of course bank holidays. This role offers hybrid working, and we're always open to consider flexible working arrangements. We have a subsidised gym membership, 3 times base salary life assurance, a cashback healthcare scheme and wide variety of other generous benefits including discounts on: Apple and Samsung products, holidays, clothing, fitness, lifestyle, dining out and weekly shopping.

### EQUAL OPPORTUNITIES

We help students develop big ideas for a kinder world, inspiring the workforce of the future through a careers-based education and giving back to the local community. We foster an academic environment that motivates diverse thinkers to turn inspiration into reality, encouraging innovation and creativity.

We embrace diversity. As our campuses are home to people from all walks of life, who join us from all corners of the globe, it ensures our students develop new ideas, discover new opportunities and make new connections.

So, if you'd like to take your career to the next level with us here at the University of East London and are inspired by our environment and committed to success, we want you to apply today!

**APPLY NOW**





# Job Description

## JOB TITLE

Director Strategic Communications and Public Relations

## SERVICE

External Relations Directorate

## RESPONSIBLE TO

Vice-President (Engagement) & Chief Marketing Officer

## LINE MANAGES

Head of Communications and Reputation and matrix management of communications roles across the institution

## LIAISES WITH

Office for Vice-Chancellor & President, key Executive Board members, teams within the External Relations Team (Marketing, Corporate Engagement, Digital transformation, student recruitment), Academic Schools

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

#BeTheChange

## 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.

## EXTERNAL RELATIONS DIRECTORATE

This role is part of the External Relations Directorate (ERD) that brings together an integrated Communications, Engagement, Marketing, Student Recruitment, and digital transformation service. The directorate is made up of several teams including Admissions, Strategic Communications, Public Relations, Engagement, Marketing, UK Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement and the International Office. We are looking for leaders who will be part of embedding

transformation and an innovative practice to our external relations function and enjoy working in an agile environment as we try and work towards a culture of the 'continuous next'. This is an exciting opportunity as we prioritise building the UK profile with key elements from Vision 2028 which is preparing our students communities for the skills required in Industry 5.0 and the world of Artificial Intelligence.

## JOB PURPOSE

The Director of Strategic Communications and Public Relations at the University of East London (UEL) is a critical role that will work closely with key leaders across the university on its core strategic positioning, internal and external writing, public relations, and reputation. It delivers break-through connections with the students, industry and communities UEL serves to build an industry-leading service. This role will work alongside the Vice-President (Engagement) & CMO to develop the position of the university's strategic reputation and brand. It will contribute to wider directorate priorities which include student recruitment, digital transformation, content, brand development and stakeholder relationship management.

This role will incorporate the Strategic Communications (internal and external) and Public Relations strategy which includes the communication of the institution's Vision 2028 and its four key sub-strategies, educational offerings and purposes of the University, enhancing UEL's image by clearly defining its identity and then communicating that identity consistently to its various constituent groups including current students, community, civic and political leaders, community residents, industry groups and employers, alumni, donors and supporters, the media, internal audiences including students, staff and faculty, and a variety of special interest groups and organizations and professional associations at all levels. It will support the wider prospective student recruitment stakeholder owners in ensuring alignment of key messaging. It will also have a focus on the change communications required for the institution's multi-year, multi-million-pound transformation programme including the digital and physical environment, and our core professional services transformation.

The role-holder will build UEL's global brand equity; and commit to supporting and enabling the development of potential wherever and whenever it is found. We are looking for a driven and dynamic, results-focused individual with relevant sector experience and a track record of success. S/he will have exceptional interpersonal skills and an ability to communicate effectively with people at all levels and deliver both strategic leadership and strong operational management. An entrepreneurial flair together with a desire to seek out innovative and creative solutions is critical together with an expectation that the team will strive to move engagement frontiers forwards, always in the best interests of our stakeholders.





## MAIN DUTIES AND RESPONSIBILITIES

1. Alongside the Vice-President (Engagement) & CMO, develop and implement a single, joined-up vision and strategy for the University's strategic communications and public relations agenda, to build brand, advocacy and reputation and deliver greater impact, reach and influence for the University including the alignment of content development and frameworks to increase the integration across the teams.
2. Keep informed of developments in the fields of not-for-profit management and governance, (and the specific business of the University) and use this information to help the University operate with initiative and innovation.
3. Work collaboratively with the Director of Advocacy & Engagement on the public affairs agenda and strategy and embedded into the strategic communications strategy.
4. Monitor reputation alongside awards, league tables and rankings.

## STRATEGIC COMMUNICATIONS & PUBLIC RELATIONS

5. Raise the profile of the University in the UK and around the world, through delivering quality national and international media coverage across the relevant channels with an emphasis on innovating the way we use social media. This will contribute to increased awareness, advocacy, reputation, recognition, and respect for UEL: its brand values, qualities and Vision 2028.
6. Direct, coordinate and integrate the strategic communications and public relations functions of the University into a cohesive effort that conveys a consistent external and internal message in support of the University's mission, strategic goals, and objectives.
7. To review and ensure the University's crisis communications approach to ensure the institution is prepared to handle any potential crises by developing a robust crisis communications strategy and framework. This includes establishing clear protocols, and ensuring timely, transparent communication with internal and external stakeholders to protect UEL's reputation and maintain public trust.
8. To review the communications and public relations function and develop a matrix management approach of communications colleagues across the institution, including change communications.
9. Working with the Director of Advocacy & Engagement and wider Office of the Vice-Chancellor and President and other individuals from the Senior Leadership Team to ensure that the organisation maintains an ability to access key relationships; to influence decision-makers; to ensure that key relationships are well managed across the organisation; and, to develop a clear, strong and targeted presence for the organisation, managing profile across key sectors and stakeholders.
10. To work alongside senior leaders in its strategic positioning of the core Vision 2028 and its key sub-strategies and academic clusters: Growth & Diversification, Impact & Innovation, Education & Experience and Careers & Enterprise.
11. Work with the Chief Student Officer on internal student communications, campaigns and engagement strategy,

delivering on our Communication Commitment utilising a multi-channel approach and incorporating our planned developments in student portals and digital tools.

12. Working alongside CMO and Director of People and Culture (HR) on the internal staff communications and engagement strategy, encouraging 'Living the Brand', positive awareness and openness.
13. Lead on university award submissions (coordinate with the key leads in university) to improve overall university reputation, and ensure submission material is captured as part of overall content framework.
14. Responsible for creating, implementing and measuring the success of:
  - a. content governance, frameworks, development and management
  - b. editorial direction, design, production and distribution of promotional collateral.
  - c. media interest and regular contact with target media and appropriate timely response to media requests; including a social media approach which helps to build profile and enhance engagement

## MARKETING

15. Alongside Vice-President (Engagement) & CMO, Director of Brand & Marketing and Director of Student Recruitment, support and integrate the communications and PR strategy into the brand reputation and marketing strategy that underpins the organisation's business engagement, network-building priorities and sustainability.
16. Introduce and align effective mechanisms to optimise, track and report on campaign delivery and success, evaluating activity and adapting campaigns based on findings, and reporting regularly on results including campaign reach, conversion and ROI, linked to the University's brand tracker.

## WIDER DIRECTORATE RESPONSIBILITIES

17. Working alongside VP & CMO and Director of Change and Transformation (digital), providing insight to implement digital transformation to build innovation and improve the stakeholder journey across digital tools such as CRM, social media, web and other innovations.
18. Working alongside CMO and Director of Change and Transformation (digital) on close monitoring of the digital analytics to inform strategy and content development across digital tools (including chatbots).

### Team Management:

19. Maximize business process efficiency and optimization across the different teams in Strategic Communications and Public Relations.
20. Maintain a climate that attracts encourages an agile working methodology, retains and motivates top quality personnel, both paid and volunteer.
21. Recruit, train, appraise, supervise, support, develop, promote and guide qualified personnel, both paid and volunteer.



The job title does not define or limit the duties and responsibilities of the post holder who may be required to carry out other work within their abilities from time to time.

## KNOWLEDGE AND EXPERIENCE

### Essential:

- Demonstrable track record of working in or alongside the higher education sector at senior management level in a communications, media or journalist role (CV/I)
- Strong business acumen and experience of managing complex large-scale operations (including matrix management) within budget and to target. (A)
- Analytical skills, including the ability to commission and interpret market research, and the statistical competence to analyse, interpret and communicate findings and recommendations. (A)
- Strong strategic writing skills (CV)
- Proven track record in developing and delivering integrated internal and external communication & PR strategies to engage stakeholders and build brand and reputation. (CV)
- Experience of managing high-level client relationships (CV)
- Strong understanding of the complexities of large higher education organisations and the local and national policy landscape and able to develop policy, initiate organisational change and implement vision. (CV/I)

## LEADERSHIP

### Essential:

- Exceptional leadership skills, demonstrating emotional intelligence and resilience, thriving on challenges and remaining calm under pressure (CV/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)
- Significant and demonstrable experience of leading and managing a team including the development of talent to deliver the organisation's strategic objectives. (CV)

## OTHER ESSENTIAL CRITERIA

### Essential:

- An excellent and persuasive communicator with the gravitas to be credible working at senior level and as the university's external spokesperson when needed. (CV/I)
- Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment (A)

Criteria tested by Key: A = Application form, CV= Resume, I = Interview, T = Test







University of  
East London

Pioneering Futures Since 1898

## About Us

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The University of East London is a vibrant and diverse university located in Stratford and Docklands. Our goal is to become the leading careers-focused, enterprising university in the UK, one which both prepares our students for the jobs of the future and provides the innovation to drive that future sustainably and inclusively.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 5 of 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.

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.

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.

Our Diversity of Thought programme won the Best University and Employer Engagement Strategy Award (Institute for Student Employers 2023). UEL is ranked 6th in the UK for annual graduate start-ups. And we are in the top 10% of the sector for employment-related outcomes.





# Vision 2028

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At the University of East London, we're constantly adapting. Today's world is changing constantly. Tomorrow's problems are unknown. Society depends on experts for answers. Everything we do is geared towards preparing for an unpredictable future.

Vision 2028 is our ambitious 10-year strategy. We're working with industry to reshape education for the benefit of all, giving students from any background the skills and opportunities to thrive in a changing world.

Our priorities remain resolute to our mission: driving career-ready student inclusion, increasing our reputation for the benefit of our alumni and social impact of the University.

## Progress

The University has undergone significant transformation. Vision 2028, our 10-year strategy, has provided a roadmap for our continuous progress, evolution, adaptation, and growth.

The cumulative impact of our transformational achievements may be best summed up by being named the UK University of the Year for Teaching Quality 2025 by The Times and Sunday Times in the annual Good University Guide 2025.

UEL is the top-ranked riser for teaching quality, reflective of record-breaking scores in the 2023 and 2024 National Student Surveys. In 2024, the University ranked 1st in London, 1st in England and 3rd in the UK for students' overall positivity.

We are incredibly proud of our groundbreaking results in the 2024 National Student Survey (NSS), achieving historic milestones and solidifying our position as the student-ready, careers-first university of the future. We were placed 3rd nationally for overall student positivity and top 10 in Teaching, Learning Opportunities, Assessments and Feedback.

We have won awards for our strategies and programmes, created ground-breaking integrated professional services and implemented a pioneering Mental Wealth and Professional Fitness curriculum which has helped us engage students more than ever and prepare them for the jobs and opportunities of a fast-change future.

Our Connected Campus investment continued to enhance our physical and digital infrastructure and we marched forward in our quest to be net zero carbon by 2030. We worked to reduce health inequalities, improve the lives of children and keep people safe online. We expanded our global partnerships while strengthening our position as an anchor institution in east London.

We collaborated with partners to create the Royal Docks Centre for Sustainability, a regional hatchery for green innovation and enterprise launched in December 2023.

We also took over as the cultural operator for the flagship Stratford Youth Zone, part of a new partnership with Newham Council. The venue, located in the former Stratford Circus building, will deliver a programme of creative and performing arts based activities for young people as well as the larger community.

There is still much to be done, but we take pride in what we have accomplished and as part of Vision 2028, we continue to support a community of students, staff and stakeholders seeking to build a fairer and more sustainable world. We are currently reviewing our Vision 2028 and will shortly launch an update to share with our community.

## STRATEGIC OBJECTIVES

### Future Professional – Careers and Enterprise

UEL's careers-first approach informs everything that the University does.

At UEL, professional success starts from day one. Our award-winning Mental Wealth and Professional Fitness curriculum ensures students develop the emotional intelligence, digital proficiency, and leadership skills needed to thrive in a rapidly changing workplace.

With over 2,500 employer partnerships and a focus on careers-first education, we provide hands-on experience through industry placements, mentoring schemes, and entrepreneurship support.

### Future Graduate - Education and Experience

For over 126 years, UEL has played a key role in unlocking talent and potential for students from East London and beyond.

UEL is redefining what it means to be a graduate. With an unparalleled focus on social mobility, we support students from diverse backgrounds through targeted interventions, skills development, and real-world experience.

Our commitment extends beyond graduation, with 15 months of career support, work placements embedded in the curriculum, and extensive employer collaborations.

### Future Life - Impact and Innovation

In a world of constant evolution, innovation is the heartbeat of our daily lives. Beyond academic success, UEL is committed to improving lives through research and innovation. Our impact-driven initiatives tackle global challenges, from reducing health inequalities to pioneering social prescribing and developing sustainable materials like Sugarcrete®. By funding research with real-world applications, we ensure our students and communities benefit from cutting-edge advancements.

### Sustainable Future – Sustainable Growth and Diversification

Over the past six years, guided by Vision 2028, we have strengthened our institutional resilience considerably.

Sustainability is at the heart of UEL's mission. From achieving net zero carbon emissions by 2030 to leading innovative projects like the Living Lab and the Royal Docks Centre for Sustainability, we are setting the benchmark for green innovation in higher education.

Our partnerships with industry leaders like Siemens and community-focused sustainability programmes demonstrate our commitment to environmental responsibility.

[Read the full report](#)  
to learn more about the impact of our Vision 2028.





# Equality, Diversity & Inclusion (EDI)

Inclusivity is at the heart of our institution. We are continuously pushing boundaries and finding solutions to complex social, environmental, and economic challenges.

- Ranked number 1 in the UK for addressing inequalities (2nd in the world) by the Times Higher Education Global Impact Ranking, 2020.
- We hold the Athena Swan Silver award for gender equality, are a disability-confident employer, and we are working closely with Stonewall to ensure inclusivity for our LGBTQ+ staff and students.
- The University of East London achieved a Silver Race Equality Charter (REC) award.

We help students develop big ideas for a kinder world, inspiring the workforce of the future through a careers-based education and giving back to the local community. We foster an academic environment that motivates diverse thinkers to turn inspiration into reality, encouraging innovation and creativity.

**40,000** from  
**160 different countries**

(studying at the University of East London and collaborative partners)

## Ethnicity breakdown\*:

Asian 34%, White 26%, Black 24%,  
Mixed 5%, Other 4%, Not known 6%

## Gender breakdown\*:

Female 57%, Male 43%

## Age breakdown (age on entry)\*:

29% under 21; 71% 21 or over

**57%** of our students are the  
first to attend university \*

## Fee status\*:

55% of our on-campus students are home students, 12% are EU, and 33% are international students

**20%** of our students are  
postgraduates\*

(\* From available data for 2020/21. Figures rounded to nearest whole number)



# UEL Campuses

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The East of the capital is full of opportunities with businesses, developments and innovative careers at every turn. The Olympic Boroughs have the youngest, fastest growing, and most multicultural neighbourhoods in the UK. There has never been a better time to live and learn in East London.

With campuses in Stratford and the Royal Albert Dock, we're at the heart of it all. Global businesses are making the area their base and the skyscrapers of Canary Wharf create a brilliant backdrop. Because industry in the area is connected to the rest of the world, so are we.

## **DOCKLANDS CAMPUS**

Our waterfront campus in the historic Royal Docks provides a modern, well-equipped learning environment, with modern lecture theatres and seminar rooms, a 24/7 library and learning centre, and a multimedia production centre – complete with audio and visual labs and studios.

## **STRATFORD CAMPUS**

Our historic Stratford campus is located in one of the best-connected areas of London: close to Stratford's thriving town centre, as well as the Queen Elizabeth Olympic Park which hosted the 2012 London Olympic Games. The Stratford campus is home to The School of Education and Communities, and the School of Health, Sports and Bioscience, which houses the Hospital and Primary Care Training Hub including Nursing, Physiotherapy, Podiatry and Occupational Therapy.

## **UNIVERSITY SQUARE STRATFORD (USS) CAMPUS**

University Square Stratford is one of London's most modern and well-equipped campuses. It is home to our Institute of Performing Arts, and we teach business, law and criminology here, too. Our Legal Advice Centre gives students the opportunity to give back to the community by offering free advice to those unable to pay for it.





# Working at UEL

## LONDON IS MOVING EAST

The East of the capital is full of opportunities with businesses, developments and innovative careers at every turn. The Olympic Boroughs have the youngest, fastest growing, and most multicultural neighbourhoods in the UK. There has never been a better time to live and learn in east London.

- UEL's 40,000 students represent over 160 different nationalities from across the globe
- 1 new tech company is formed every hour in London (uktech news)
- There will be 125,000 new jobs in East London by 2030 (london.gov.uk)

With campuses in Stratford and the Royal Albert Dock, we're at the heart of it all. Global businesses are making the area their base and the skyscrapers of Canary Wharf create a brilliant backdrop. Because industry in the area is connected to the rest of the world, so are we.

At UEL, we pride ourselves on our growing global footprint and impact, along with our place at the beating heart of a vibrant and richly diverse local community. With civic engagement and widening participation informing how we reach out within east London, we take our responsibility for changing lives seriously, with drive, innovation and a clear sense of partnership.

Determined to address the challenges of an evolving higher education landscape, UEL is creating more focus, more direction

and more professionalism around its offering to students and employees alike. We are increasingly investing in world class research and a modern campus that seeks to inspire and enable.

You can look forward to a warm, sincere welcome, genuine camaraderie, career choice and mobility. Your time at UEL will be characterised by support, empathy and an enthusiasm to be flexible around your personal and professional journey. You will find an institution led with passion, visibility and purpose, where your impact, resilience and sense of collegiality will directly contribute to UEL's future and those of the students whose lives you will touch and change forever.

## INDUCTION

Induction is of crucial importance to UEL. It helps our new colleagues settle in and 'feel at home' – and means they are more likely to become effective and committed members of our team. All new staff joining us benefit from guidance, support and information, particularly in their first few weeks.

We ensure all line managers are aware of the importance of induction and are supported with a checklist of activities and events that should happen in the first six weeks of employment. All new staff should be assigned an experienced colleague on their first day, who can help them with the settling in process. In addition we run corporate induction sessions which are a great opportunity to learn more about our culture, vision and values and to network with other new colleagues from across UEL.







## Facts & Figures

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### How many people work at UEL?

We employ over **1,500** staff from **67** countries (not including placements, interns, hourly paid employees or claims staff). Academic staff: **836**.

Research staff: **22**

### How many alumni does UEL have?

The University has over **100,000** alumni in over **170** different countries across the globe. The number grows by approximately **4,000** each year. Of these, **78,112** are contactable by email, our main method of contact with our alumni. We have large cohorts in Nigeria, Malaysia, Greece, Germany, and India, and notable alumni include British sprinter Adam Gemili, musician Tinchy Stryder, leading human rights lawyer Imran Khan, and MP Rupa Huq.

### How many degree apprenticeships does UEL offer?

We offer **13** degree apprenticeships at level 6 (bachelor's degree) and level 7 (master's degree). We have a total of **481** apprentices continuing their education (not including Babcock police constable degree apprentices).

There is an additional **263** starts this academic year and 100 new Associate Nursing Apprentices will be starting in November 2021. In addition, **110** Babcock police constable degree apprentices started in September this year.

### What is the diversity and global reach of our students?

Our students come from **140** different nations.



## Our Core Values

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### Passion drives us

We are passionate about making a difference in the lives of our students, staff, and the communities we serve. We are a university that has a clear vision for the future, driving innovation and progress in everything we do.

Our passion drives us to go the extra mile, to innovate, and to create opportunities for all. Whether in the classroom, in research, or in our community engagement, we pour our energy into everything we do.

So, we inspire others. We never settle for less, and we constantly strive to exceed expectations. Our passion is what moves us forward.

### Inclusion makes us stronger

UEL is a place where everyone belongs. Our strength lies in the diversity of our community – students, staff, and partners from a variety of backgrounds and cultures.

We actively seek out different perspectives, recognising that inclusivity enriches the learning experience for everyone. By removing barriers and creating an environment where everyone can thrive, we reflect the diversity of the world we serve. We are a university with a moral compass, committed to doing what is right for our people and the communities we engage with.

So, we champion equality. We listen. We learn from each other. And we celebrate the differences that make us stronger.

### Courage moves us forward

We believe that progress requires bold decisions and the courage to challenge the status quo. We are a university that has a strong ambition to push boundaries, create lasting impact, and lead with confidence.

We empower our staff and students to think creatively and act with confidence, knowing that true growth comes from stepping out of comfort zones.

So, we embrace change. We challenge ourselves. We speak up, and we stand up for what's right, even when it's difficult. Together, we build a better future through courage.



**University of  
East London**

Pioneering Futures Since 1898

## Careers-led

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We're changing the face of education to match the ongoing fundamental shift in working cultures. We have collaborated with industry to re-develop, re-design and validate our course portfolio, so the knowledge our students gain reflects the changing needs of industry and prepares our learners for sustainable careers of the future.

Our ambition as a careers-first University, focuses on increasing the diversity of the talent pipeline, moving away from old-fashioned proxies for talent, and bringing together education, industry and talent in a new education and skills social value partnership – breaking down traditional barriers to education and work and developing students from all backgrounds to become pioneers in the evolving economy.







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# How to apply

The closing date for applications is 27th April 2025 at midnight.

Final Panel Interviews will be held on 8th May 2025.

Applications should consist of:

- A full CV.
- A covering letter (maximum of two pages) outlining your motivations to apply for this role, your relevant experience and how you meet the criteria of the person specification.
- Please include details of two referees on your CV, though please note that we will not approach your referees without your prior consent and only should you be shortlisted.

**APPLY NOW**

## Stay Connected



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university-of-east-london



youtube.com/videoael

uel.ac.uk



University of  
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**125**  
YEARS  
of Pioneering Futures



University  
Mental Health  
Charter  
Award

**83%**  
Overall positivity of  
graduating students

