

**JOB DESCRIPTION**

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| **Job Title** | Student Retention Coordinator |
| **School /Service** | Student Services |
| **Grade** | E |
| **Location and Hybrid working status** | This is a hybrid role, with a minimum of 3 days on site (Docklands, Stratford, or USS). However, office presence may be required daily, depending on business needs, to ensure continuity of service and support for in-person activities during staff absences. |
| **Reporting to** | Student Engagement and Retention Team Manager |
| **Key working relationships: Internal** | Staff within Student Services, Academic Registry, staff in Schools and other Services, Students, Strategic Planning team, QAE, IT, International Student Advice and International Student Compliance and the Students’ Union. |
| **Key working relationships: External** | Student Finance England, Student Loans Company, and other external stakeholders. |
| **Contract type/ Hours** | Full Time/35 Hours Per Week |

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**#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](https://www.uel.ac.uk/about/vision-2028), 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.

**BRIEF OVERVIEW OF SERVICE/SCHOOL:** **Student Services**

We are Student Services and are responsible for nurturing wellness, supporting individual needs, helping students in crisis, improving retention, and enabling positive experiences through residential life and extra-curricular activities. Working in partnership across academic schools and professional services, our teams seek to provide a network of support throughout the student journey and aim to optimise student success.

The Student Services directorate is led by the Assistant Chief Operating Officer, Health Gain & Student Experience. Our department incorporates a number of professional and support teams including Student HUB, Student Conduct, Academic Tutoring, Residential Life, Student Disability and Dyslexia, Student Life, Student Money Advice and Rights Team, Student Engagement, Retention and Success and Student Wellbeing.

**BRIEF OVERVIEW OF THE DEPARTMENT / TEAM**

You’ll be part of the Student Engagement and Retention Team (SERT) within our Student Services Directorate. We provide support at every step of the student journey, with innovation and creativity at the core or our services. To improve progression, retention and graduate outcomes, the Service utilises cutting-edge technology and research, which has shown a positive impact on our students’ satisfaction, behaviour, and outcomes. This is a one-of-a-kind department with highly motivated staff and a high level of quality within the products produced.

**JOB PURPOSE**

You will play a key role in improving student retention, progression, and outcomes at UEL. By combining data insights with compassionate early intervention, you will help ensure that students at risk of disengagement receive timely support.

Working with digital innovations such as learning analytics, process automation and emerging AI tools, you will monitor attendance and engagement patterns, identify at-risk groups, and drive targeted interventions across thematic areas including:

* Card Readers & Circumvention
* Compliance & Appeals
* Placements
* Comms, Events & Targeted Interventions
* Non-Standard Monitoring
* Early Intervention
* Low Attendance

This is a student-facing role with an on-campus requirement. You will analyse data, apply policies (including the Attendance & Engagement Policy), and collaborate with Schools and professional services to deliver Vision 2028 targets. By supporting colleagues, shaping policies, and ensuring regulatory compliance, you will help create effective referral pathways and interventions that improve student retention, progression and success.

**KEY DUTIES AND RESPONSIBILITIES**

* Build strong relationships with Schools and Services to identify trends and inform policy and practice in line with Vision 2028.
* Proactively manage attendance and engagement data, applying digital innovations such as learning analytics, process automation and AI to drive improvements.
* Identify students at risk and provide compassionate early interventions, coaching, and referrals to appropriate support services.
* Act as a principal contact for staff and students on engagement issues, ensuring accurate, timely, and supportive communication.
* Lead on one of SERT’s thematic areas (Card Readers & Circumvention, Compliance & Appeals, Placements, Comms, Events & Targeted Interventions, Non-Standard Monitoring, Early Intervention, or Low Attendance).
* Ensure compliance with the Attendance & Engagement Policy and external regulations (OIA, Student Loans Company, Home Office), including data quality checks and appeals support.
* Provide management information, reports, training, and presentations to stakeholders to support consistent practice across the University.
* Deliver accurate and up-to-date information to students through multiple communication channels, including events, email, and print.
* Maintain continuous professional development, keeping up to date with new technologies, legislation, and best practice in student engagement.
* Undertake other duties as required, working in line with UEL’s Equality and Diversity policies and supporting a flexible, student-facing service.

The duties and responsibilities outlined above provide a general overview of the range of tasks that the **Senior Student Retention Coordinator at** the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

The table below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

|  |  |  |  |
| --- | --- | --- | --- |
| Education and Qualifications | Essential | Desirable | Criteria assessed by |
| Educated to degree standard or equivalent experience |  |  | C |
| Experience/Knowledge |  |  |  |
| Experience of working in a higher education or student support environment, with strong administrative skills and attention to detail. |  |  | A,I |
| Proven ability to use, develop, and maintain complex databases such as SITS, CELCAT, and Power BI, and to manipulate data in Excel. |  |  | A,I |
| Understanding of the challenges students face and the impact on retention and progression, with the ability to respond compassionately and fairly in sensitive situations. |  |  | A,I |
| Experience ensuring compliance with internal policies and external regulations (OIA, Student Loans Company, Home Office), including data quality assurance and appeals processes. |  |  | A,I |
| Experience of working with digital innovations such as learning analytics, process automation, and emerging AI tools to improve student engagement and retention. |  |  | A,I |
| Skills/Abilities |  |  |  |
| Strong analytical skills with the ability to interpret complex data, undertake research, and make evidence-based decisions to improve retention. |  |  | A,I |
| Ability to plan, prioritise, and organise workload and resources effectively, meeting deadlines while managing local interventions to support student engagement. |  |  | A,I |
| Excellent communication skills, with the ability to convey complex information clearly to students, staff, and external stakeholders. |  |  | A,I |
| Ability to build effective working relationships with colleagues across Schools and Services, and engage confidently with senior academics. |  |  | A,I |
| Skilled in writing clear reports, producing management information, and delivering presentations and training to a range of audiences. |  |  | A,I |
| Capacity to act as a principal contact for staff and students on engagement issues, ensuring accurate, timely, and supportive communication. |  |  | A,I |
| Other Competencies required |  |  |  |
| Ability to work collaboratively as part of a team delivering a critical University function, while motivating and supporting colleagues when required. |  |  | A/I |
| Confidence in providing advice on engagement and retention issues, and influencing collaborative decisions with academic colleagues. |  |  | A/I |
| Commitment to equality, diversity, and inclusion, with the ability to work effectively in a diverse and multicultural environment. |  |  | A/I |
| Commitment to continuous professional development, keeping up to date with new technologies, legislation, and best practice in student engagement. |  |  | A/I |
| Flexible, student-focused approach, with the willingness to undertake additional duties to support a responsive, high-quality service. |  |  | A/I |

Criteria assessed by Key:

A = Application form/CV C = Certification I = Interview P = Presentation task Other Activity = (please specify e.g

Micro teaching, test etc.)

**Further Information:**

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.