

|  |  |
| --- | --- |
| **Job Title** | Data & Digital Content Manager |
| **Service** | Careers and Student Enterprise |
| **Grade** | F Grade |
| **Location** | Docklands/Stratford/USS |
| **Reporting to** | Associate Director Careers, Mentoring & Enterprise |
| **Responsible for** | Data & Digital Content Officer |
| **Liaison with** | Careers & Student Enterprise, Data Protection, IT, Registry, External Providers. |
| **Contract type** | Maternity Cover 12 Months |

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.

**JOB PURPOSE**

The Data & Digital Content Manager is a key strategic role within the Careers and Student Enterprise Directorate, providing oversight of the data and digital resources that drive engagement, evaluation, and impact across Careers & Enterprise activities.

The postholder will monitor engagement at institutional, school, and departmental levels, using insights to influence senior stakeholders and deliver a step change in both the depth and breadth of student engagement with careers.

A central focus of the role is leading the development and delivery of data-informed strategies, including:

* A student engagement strategy built on career readiness data.
* A student impact and evaluation strategy that enhances career readiness and confidence.

Alongside this, the postholder will lead the cross-service Impact Advisory Board, ensuring the student voice informs the design and improvement of new and existing initiatives.

Digital provision is at the heart of our Careers & Student Enterprise offer. The postholder will oversee our digital platforms and content, including the CRM Career Zone, with responsibility for training, optimisation, and ongoing development. They will also lead on the procurement and evaluation of new digital tools and resources, gathering feedback to ensure services remain relevant, impactful, and student focused.

The role ensures that digital platforms are continuously updated with high-quality careers and enterprise content, while also embedding robust evaluation processes to optimise impact data and improve outcomes.

**KEY DUTIES AND RESPONSIBILITIES**

**Service & Staff Management:**

* To oversee all aspects of Data & Digital for Careers & Student Enterprise, including the line management of the Data & Digital Content Officer.

**Data Collection, Management & Strategy:**

* To create, implement and oversee a directorate wide data strategy and methodology for the ongoing capture of accurate qualitative and quantitative data for the Careers & Student Enterprise service.
* To create, implement and oversee a directorate wide strategy for ‘Career Readiness’ and supporting students through the Career Readiness Stages.
* To be an active member of the CaSE management team providing data insights and analysis for each service in line with our reporting commitments which include regulatory reporting and funding reports including Office for Students and HESA.
* To undertake ongoing critical analysis of Careers & Enterprise data on an ongoing basis and present management data required for monthly reports into Board of Governors, University Executive Board, and relevant institutional committees.
* To design, produce and present detailed quarterly data reports and an end of academic year report outlining the impact of our Directorate to UEL senior leadership team.
* Where required undertake analysis of multiple sources of data to generate an understanding of our work and collaborate with colleagues across the service to make recommendations aimed at improving outcomes for student success across the university.
* Work with the SMT to promote our data and recommendations, including through the writing of papers and briefing documents and attending relevant committees and formal and informal networks.
* To drive a customer centric approach using data, customer insight, and feedback to challenge and support business change.

**Impact & Evaluation:**

* To create, implement and oversee a service wide student, staff, and employer voice strategies to evaluate the impact of the service and include stakeholder feedback in the design and delivery of services.
* To oversee the sourcing of content (images, video, infographics, copy) and impact case studies for use in marketing promotions, publications and advertising for the Careers and Student Enterprise service.

**Platforms & Digital Content:**

* Responsible for significant digital budget and ensure UEL gets value for money and the spend meets the procurement requirements.
* To oversee the procurement, management of new platforms including Value, GDPR, Security and single sign on.
* To create, implement and oversee the Careers and Student Enterprise digital strategy against Directorate KPIs.
* Ensure the Digital Strategy optimises the usage and impact ensuring that content is constantly reviewed, updated, and evolved to meet the needs of students, staff, and employers.
* To drive effective adoption of current and new technology to deliver seamless careers and enterprise digital education for our key stakeholders.
* Ensure the team regular engages with users and gain feedback from stakeholders regularly with to drive constant improvement and enable us to realise benefits through digital technology.
* To enhance the capture of data on our platforms and implement ongoing work to manage and cleanse data to maintain quality.
* To oversee the implementation of new platforms, inputting into the set up and providing training and guidance for staff.
* To act as digital lead for the service, offering guidance and technical support to colleagues, to train academic and support staff to use the system and to create user guides for different audiences.
* To keep up to date with current trends in careers related digital platforms, user generated content and e-communications to assess new opportunities that may be of value to the service, as well as proactively engaging in their adoption and procurement.

**Digital Content Marketing:**

* To oversee work with Careers and Student Enterprise colleagues, academic staff, and employers to lead on the creation of engaging content on the Career Zone platforms and intranet pages for students, staff, and employers.
* To develop key messages that need to be delivered to our audiences and take a leading role in developing targeted digital content for the service across marketing channels.
* To research and develop stories, materials, and key messaging to drive student, staff, and employer engagement with our digital content.
* To proofread, sub-edit and check the accuracy of communications and key messages, ensuring messages and copy deliver compelling messages in line with tone of voice guidelines, web design guides, policies, and procedures.
* To create and manage our social media campaigns to promote Career Zone digital resources.

The duties and responsibilities outlined above provide a general overview of the range of tasks that a Data & Digital Content Manager 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**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Substantial experience in working with big data sets and undertaking detailed data and impact analysis to inform strategic decision making
* Substantial experience with Student Data including knowledge of Access, Retention and Progression
* Experience for digital transformation of education (HE) or another large-scale sector organisation
* Substantial experience in digital content management at a strategic, tactical, and operational levels, including the use of data, insight, and analysis to identify and evaluate opportunities and to inform plans
* Demonstrable experience of sourcing, onboarding, and managing digital platforms including procurement, delivering value for money, customer relationship management, training, and implementation
* Experience in designing and developing digital content that is tailored to a student audience using an evidence-based, segmented, and targeted approach to ensure our provision meets the diverse needs of our student body
* Proven experience of creating developing communications and marketing material, developing, and producing content that aligns with overarching key messaging and brand guidelines
* Working Knowledge of the UK Higher Education system in particularly within careers and enterprise

**MANAGEMENT & LEADERSHIP**

**Essential**

* Experience of managing staff including recruitment, training, personal development reviews, and ideally experience of managing and motivating a service-led team
* Proven experience developing and implementing strategic operational digital strategies
* Strong business acumen and experience of managing multiple projects and priorities within budget and to target
* Ability to manage and motivate a diverse operational team and suppliers to ensure institutional objectives are met by delegating appropriately, overseeing projects in a supportive manner whilst being clear about objectives and expected outcomes
* Ability to drive and manage change effectively, namely ‘digital adoption and transformation’ amongst a large operational team
* Exceptional management skills, demonstrating emotional intelligence, resilience, inclusiveness, thriving on challenges and remaining calm under pressure

**DECISION MAKING**

**Essential**

* Ability to make independent, strategic decisions that deliver seamless careers and enterprise digital education for our key stakeholders whilst remaining within our budgetary and operational constraints
* Make decisions in line with data insights and in consultation with the SMT to ensure that our digital offering drives us towards strategic Vision 2028 goals

**COMMUNICATION, LIASON & NETWORKING**

**Essential**

* Excellent oral and written communication, particularly related to the simple presentation of complex data and production of reports to operational staff and senior leadership
* Excellent verbal communication with the proven ability to provide in-person training for the effective onboarding with digital content
* Excellent inter-personal skills and the ability to work with a wide range of people across the institution alongside acting as an ambassador when working with external stakeholders
* Ability to build relationships across the organisation and externally in order to understand what drives different stakeholders and influences decisions and ability to provide content and information to suit the needs of different audiences, adapting the tone and messaging, as appropriate
* Excellent influencing skills and the ability to communicate with credibility, tact, and diplomacy internally and externally

**PLANNING AND ORGANISING RESOURCES**

**Essential**

* Experience of planning, prioritizing, and organising work on a daily, weekly, and monthly basis, individually and as part of a team, whilst ensuring the effective use of resources and delivering to tight deadlines
* Experience of overseeing and delivering against an annual strategic operational plan within budget and timelines

**INITIATIVE AND PROBLEM SOLVING**

**Essential**

* Experience of using initiative and creativity to resolve problems, that may be predictable but not routine, identifying practical and suitable solutions Experience and willingness to propose improved processes and ways of working to increase efficiency and/or improve service
* Ability to manage and drive ‘digital transformation’ creatively identifying barriers to adoption and identifying solutions which meet the needs of our diverse stakeholders
* Ability to take the initiative in resolving day-to-day complex technical issues and liaise with internal and external stakeholders to get these resolved

**TEAMWORK & MOTIVATION**

**Essential**

* Ability to multi-task, manage own workload and operational teams’ workload effectively and work flexibly and cooperatively so that the objectives and service levels are met

**EQUALITY, DIVERSITY & INCLUSION**

**Essential**

* Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment
* Knowledge and understanding of cultural differences and how to manage these in the context of student marketing

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential**

* A first degree in a related discipline
* Professional qualification in, and/or substantial practical knowledge of digital content management and procurement
* Substantial experience managing big data sets
* Substantial experience in advanced excel and data analytics

**Desirable**

* Experience using Data Analytic Tools such as Power BI
* A relevant qualification and/or experience in in design using programs like Photoshop or InDesign
* A relevant qualification and/or experience in coding and Web Publishing i.e., Acrobat and Sitecore (or another website CMS)

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 committed to success, we want you to apply today!