



University of East London

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JOB DESCRIPTION

Job Title	Student Enterprise Advisor
Service	Careers & Student Enterprise (CaSE)
Grade	E
Location	Docklands
Reporting to	Student Enterprise & Mentoring Manager
Liaison with	All UEL Groups working on Enterprise and Innovation and other related services
Contract type	Full time Permanent

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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.

CAREERS & STUDENT ENTERPRISE (CaSE)

This role is based in the Careers and Student Enterprise Service, which is the career, employability and enterprise nucleus of the University of East London. The goal of the Service is to support every student to achieve academically, gain the skills for the 21st century workforce and build direct pathways to employment. The Service's mindset has innovation and creativity at its core. To improve progression, retention and graduate outcomes, the

Service utilises cutting edge technology and research, which has shown impact on our students' satisfaction, behaviour and outcomes. This is one-of-a-kind department with highly motivated staff and a high level of quality within the products produced.

JOB PURPOSE

The Student Enterprise Advisor plays a central role in supporting and developing aspiring student freelancers and start-up founders across the university. As one of two dedicated advisors, the post holder will contribute to the delivery of the university's *Enterprise & Entrepreneurship Strategy*, working closely with aligned academic schools to embed cross-disciplinary enterprise education into the curriculum. Through this work, the role will drive awareness, increase engagement, and help students develop the entrepreneurial skills required to thrive in a rapidly evolving professional landscape.

Alongside their work in the curriculum, the Advisor will collaborate with the wider Enterprise Team to design and deliver a weekly programme of start-up support activities tailored to student needs. This programme will focus on high-growth areas such as freelancing, consultancy, and early-stage venture creation. A key aspect of the role is the provision of one-to-one support; the Advisor will be responsible for developing and managing a caseload of aspiring entrepreneurs and freelancers, guiding them from idea stage through to incorporation and initial business development.

The post holder will also lead on the delivery of BACK:ED, the university's flagship start-up funding and support programme. This includes overseeing the planning, marketing, delivery, and ongoing support for participants. They will work collaboratively across departments and with external partners to ensure the programme continues to deliver high-impact outcomes for student founders.

This role requires substantial experience in supporting early-stage entrepreneurs or freelancers, particularly at the idea validation and development phase. The successful candidate will be comfortable working in a fast-paced, dynamic, and student-focused environment, and will bring a proactive, hands-on approach to enterprise education and support. A strong understanding of the start-up and freelance landscape, along with the ability to build trust and engagement with students, will be essential.

This is a unique opportunity for someone with a deep passion for entrepreneurship and innovation, a strong professional network in the start-up space, and a proven ability to inspire and support emerging talent. The Student Enterprise Advisor will be a visible and influential figure in shaping the next generation of entrepreneurs, helping students transform their ideas into impactful ventures.

KEY DUTIES AND RESPONSIBILITIES

The following duties and responsibilities are intended to give an indication of the variety of tasks that the Student Enterprise Advisor may be expected to undertake, although this is not an exhaustive list of activities and employees may be asked to undertake other duties commensurate with the grade.

Student Support & Mentoring

- Provide one-to-one guidance to students and recent graduates on business ideas, enterprise projects, and start-up development.
- Offer practical advice on business planning, market research, funding, and pitching.
- Confidentially assess and provide feedback on the viability of business propositions.

Enterprise Education

- Design and deliver engaging workshops and seminars on topics such as entrepreneurship, freelancing, starting your business, business planning and financing your business.
- Support the integration of enterprise education into academic curriculum where appropriate.

Program & Event Management

- Plan, Coordinate and Deliver against a Calendar of Events/Workshops throughout the academic year and actively manage the day-to-day running of these.
- Manage our Flagship Enterprise Funding Programme, BACK:ED

Partnerships & Networking

- Build and maintain relationships with external enterprise organizations, local businesses, alumni entrepreneurs, and funding bodies.
- Facilitate mentoring and collaboration opportunities between students and external stakeholders.

Promotion & Engagement

- Promote and market enterprise activities to students, staff and alumni across the three-campus ensuring successful recruitment for programmes and workshops.
- Promote enterprise initiatives across the university via digital platforms, newsletters, and events.
- Oversee the central enterprise inbox processing frontline enquiries efficiently and to minimum standard response times.
- Encourage diverse student participation and foster an inclusive enterprise culture.

Administration & Reporting

- Build and maintain a robust database and records of student engagement and caseload.
- Engage and contribute towards the monitoring and evaluation data required for annual HEBCI Reporting.
- Ensure regular monitoring and collection of output data and impacts is undertaken throughout the academic year.
- Evaluate program effectiveness and contribute to strategic reports and funding applications.
- Assist Enterprise & Mentoring Manager in controlling costs within budget allocated within your operational area

PERSON SPECIFICATION

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential

- Demonstrable experience working with early-stage startups, entrepreneurs, or freelancers across a range of sectors with a proven track record of success in a similar role or environment.
- Strong understanding of the startup ecosystem, including funding, scaling strategies, and business model development.
- Experience in designing and delivering business support programs, such as workshops, mentoring schemes, and networking events.
- A track record of building relationships with incubators, accelerators, investors, and other entrepreneurial networks.
- Knowledge of commercial opportunities for startups, such as market access, pop-up shops, and partnership-building.

Desirable

- Experience as a founder, investor, or key team member in a startup.
- Understanding of university enterprise ecosystems and the transition from student entrepreneurship to alumni-led ventures.
- Experience in business incubation, accelerators, or venture-building programs. Knowledge of social enterprise models and impact-driven startups Experience in starting a business or enterprise initiative.
- Knowledge of fundraising strategies, investor relations, and financial planning for startups.

COMPETENCIES REQUIRED

Liaison And Networking:

- Excellent relationship-building skills with the ability to engage and support diverse entrepreneurs at different stages of their journey.

Initiative And Problem Solving:

- Strong strategic thinking and problem-solving abilities, with the capability to guide businesses through challenges

Service Delivery

- A self-starter, who can identify and initiate improvements towards continual change.
- Ability to work independently and manage multiple projects, ensuring high-quality delivery.

Communication Skills:

- Confident public speaking and facilitation skills to lead workshops, networking events, and advisory sessions.
- High level of interpersonal skills including effective influencing and negotiating to demonstrate credibility to internal and external stakeholders.
- Strong written and verbal communication skills, with the ability to develop engaging content and reports.

Other

- Commitment to and understanding of equality and diversity issues within a diverse and multicultural environment.

EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS

Essential

- A minimum of a good first degree or equivalent work 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!