



University of
East London

Pioneering Futures since 1898



Your job title:

Managing Director, CareerVerse
Partnerships Ltd



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We're delighted that you're considering joining us on our journey to deliver *Vision 2028*.

Think all employers are the same? Think Again.

At the University of East London, we're not just another employer. We're a careers-first, values-driven institution with a bold mission to tackle inequality and prepare for the future. Together, we're building a truly inclusive and future-ready university, one that empowers our students and communities to make a lasting impact.

With a proud 125-year heritage, we've always looked forward, not back. Through Vision 2028, our 10-year strategic plan, we're investing in cutting-edge learning spaces, digital innovation, and exceptional people like you.





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We are UEL

Our *institution*

The University of East London is a careers-first university. We prepare our students for the jobs of the future and have been doing this proudly for 125 years.

40,000 students represent over 160 different nationalities from across the globe.

1,800+ colleagues who help us realise Vision 2028, our strategic plan.

5 schools changing the face of education to match the ongoing fundamental shift in working cultures.

Our *difference*

1st in London for Student Experience (National Student Survey 2024).

3rd in London for Teaching Satisfaction (Guardian University Guide 2025).

1st in the UK for addressing inequalities and 2nd in the world (the Times Higher Education Global Impact Ranking, 2020).

92% of our research is recognised as world-leading, internationally excellent, or internationally recognised (REF 2021).

Our *transformation*

We're in the midst of an ambitious transformation under our Vision 2028 strategy, evolving from a traditional university into a careers-first, innovation-driven institution. As England's fastest-rising university for career success, we've embedded employability and enterprise at the heart of learning and now rank second in the UK for student entrepreneurship. Our research and enterprise activity now contributes more than £1 billion annually to the UK economy, with graduate-led business survival rates soaring by over 1000% in recent years.

We're redefining how students and staff experience university life by actively evolving, combining social inclusion, innovation, and real-world impact. The role you're applying for will play a key part in shaping the next chapter of that journey.



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Working at the University of East London

At the University of East London, we foster a professional, positive, and inclusive work environment built on shared values of Passion, Inclusion, and Courage. Our culture is collaborative and innovative, empowering staff to think differently, make an impact, and contribute to our ambitious Vision 2028 strategy. We are proud to be one of the most diverse universities in the UK, with a strong commitment to staff wellbeing, flexible working, and creating spaces that encourage creativity and growth.

We offer a comprehensive and competitive benefits package through our unique Total Reward Deal, which goes beyond salary to include progressive policies on annual leave, health and wellbeing, career development, and flexible working. Our goal is to ensure every colleague feels valued, supported, and equipped to succeed.

By joining UEL, you'll be part of a dynamic community that shares success, invests in people, and strives to make a real difference in the lives of our students and the communities we serve.

Our *Values*

Passion

We bring energy, pride, and purpose to everything we do. We care deeply about our work, the people we serve, and the impact we make – and we always strive to be better.

Inclusion

We create an environment where everyone belongs, feels respected, and can contribute fully. Our differences make us better, and fairness guides how we treat one another.

Courage

We act with integrity and confidence, even when it's difficult. We challenge ourselves to improve, embrace change, and do what's right to build a better future.



Job Description

Managing Director, Employer Partnership Office

School/Service:	CareerVerse Partnerships Ltd (UEL Group commercial subsidiary)
Grade:	Management Grade 2
Location:	Docklands Campus with regular travel as required
Reporting to:	Board of CareerVerse Partnerships Ltd; executive line to the Associate Pro Vice Chancellor, Careers and Employer Engagement
Line management for:	3 Associate Directors (Employer Partnerships and Strategic Accounts; Business Development and Growth; Workforce Development and Commercial Services) and their teams
Key internal relationships	Colleagues across other UEL subsidiary companies, UEL Group shared services (Finance, HR, Legal and Marketing), the Careers and Student Enterprise directorate, UEL Academic Schools, UEL Research Institutes, the Impact and Innovation directorate,
Key external relationships	External Partners.
Contract type and hours	Permanent, Full time (35 hours)

BRIEF OVERVIEW OF EMPLOYER PARTNERSHIP OFFICE (EPO):

We are in the process of operationalising our new Business Engagement Strategy that facilitates meeting the expectations of the University of East London's Vision 2028 and looks forward to ambitions for 2040. CareerVerse Partnerships Ltd, a UEL Group trading subsidiary, operates the Employer Partnership Office (EPO): the University's single employer-facing front door, through which UEL engages with industry, government and the third sector and which generates the revenue, relationships and reputational capital on which UEL's employability proposition depends.



We are looking for a leader who will be part of embedding a proactive, cross-disciplinary practice and an outside-in sector relevant mindset within. We seek an individual who not only enjoys working in an agile environment but also demonstrates a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous next', staying updated with emerging technologies and best practice across the sector.

JOB PURPOSE

As Managing Director of the Employer Partnership Office (EPO), you will be the executive lead for CareerVerse Partnerships Ltd, a UEL Group trading subsidiary and the University's single employer-facing front door. This is a commercially driven general-management role, not an academic or public-sector appointment: you will own the commercial P&L, set and deliver annual and multi-year revenue targets across all three pillars of the EPO, and safeguard the UEL brand in every employer interaction.

The EPO's model rests on a deliberate growth principle: free, frictionless employer access to the CareerVerse platform creates the depth and breadth of employer engagement that powers three initial, interdependent revenue streams (CPD and micro-credentials; workforce-development contracts and apprenticeship employer relationships, which will expand to wider products and services across the UEL Group; and increased institutional market attractiveness that strengthens student recruitment, retention and graduate outcomes). You will lead three Associate Directors and their wider functions, manage the working relationships into UEL Group shared services, and act as the University's most senior relationship holder with strategic employer partners and major clients.

The EPO operates in a complex institutional environment: a commercial subsidiary accountable to the University's Commercial Operations and Strategy Committee, delivering activity that must meet financial targets while complying with higher-education regulatory requirements, charity law and the governance expectations of a publicly accountable institution. You will be equally comfortable in commercial and institutional settings.

KEY DUTIES AND RESPONSIBILITIES

This role reports to the Board of CareerVerse Partnerships Ltd, with an executive line to the Associate Pro Vice Chancellor, Careers and Employer Engagement, through which the subsidiary reports into the UEL Group.

Commercial Leadership and P&L Ownership

- Own the EPO commercial P&L; set and deliver annual and multi-year revenue targets across CPD and micro-credentials, workforce-development contracts, apprenticeship employer relationships, RDCS Spaces and Facilities, and TerraDock.
- Develop and maintain an EPO commercial strategy, updated annually, aligned to the University's Business Engagement Strategy and CareerVerse product roadmap.



- Establish and manage a strong commercial pipeline; set pipeline-health KPIs and hold the team to account for prospect-to-contract conversion.
- Identify and develop new commercial product lines and revenue opportunities, including sponsored programmes, employer-commissioned research, and international workforce-development contracts.
- Ensure surplus is gift-aided to UEL in compliance with the subsidiary's constitution and applicable charity and company law.

Employer Acquisition, Partnerships and Account Management

- Lead and grow a tiered employer-engagement model spanning micro-businesses through to multinationals, ensuring every employer segment is served with a commercially appropriate proposition.
- Act as the senior relationship holder for Tier 1 strategic partners, major corporates and multinationals; conduct executive-level account reviews and represent UEL at board and C-suite level.
- Oversee the Employer Partnerships and Strategic Accounts pillar, including Net Revenue Retention on strategic accounts, sponsorship and philanthropy facilitation in accordance with the Charities Act 2011 and GDPR, and corporate-partnership agreements.
- Oversee the Business Development and Growth pillar, including winning new employer clients and sector specialist activity.

Workforce Development, CPD and Commercial Products

- Oversee the Workforce Development and Commercial Services pillar, including CPD sales, workforce-development contracting, apprenticeship employer relationships, and the commercial product lines RDCS (Spaces and Facilities) and TerraDock (Enterprise and Entrepreneur in Residence).
- Work with Schools and Research Institutes to package, position and sell CPD and micro-credential products; champion the Growth and Skills Levy and Lifelong Learning Entitlement as funding mechanisms to lower employer barriers to purchase.
- Manage the CaSE-EPO service-level agreement governing student and graduate access to RDCS and TerraDock, maintaining academic and student-experience value without duplicating delivery.
- Expand the range of products and services offered through the EPO over time, in line with the University's Business Innovation and Enterprise Services Offer, spanning graduate employability brokerage; apprenticeships, skills and CPD/CE; business start-up, growth and regeneration support; and innovation, knowledge exchange and R&D brokerage services.

Governance, Compliance and Institutional Relations



- Serve as a member of the Commercial Operations and Strategy Committee and undertake related reporting and updating activity.
- Uphold the subsidiary's constitutional obligations and ensure EPO activity complies with charity law, company law, GDPR, and UEL institutional governance requirements.
- Maintain working relationships with UEL Group shared services (Finance, HR, Legal, Marketing) under the shared-services SLA, and with UEL Development for philanthropic solicitation activity.
- Report to the APVC Careers and Employer Engagement as the executive line into the UEL Group; produce accurate and timely Board and committee papers.

Leadership and Team Development

- Lead, develop and performance-manage a high-performing commercial team; set clear objectives, conduct regular reviews, and create clear progression pathways.
- Build and sustain a commercial culture that is ambitious, ethical, and aligned to UEL's values and commitments on equality, diversity and inclusion.
- Recruit to the EPO team as the subsidiary grows, shaping role profiles and talent pipelines in consultation with the APVC and the subsidiary Board.

Any other duties

- Other duties that may be seen as being within the scope of this position
- Play a lead role in supporting the group and university's compliance with apprenticeships, CPD, and other third-stream income rules and statutory returns in partnership with relevant teams across UEL.
- To work in accordance with UEL policies, including our Equality and Diversity policy.

The duties and responsibilities outlined provide a general overview of the range of tasks that this role may be required to perform; however, it isn't exhaustive. You may occasionally be asked to take on other duties in line with your grade as we continue to grow and evolve.

We're proud of our diverse and inclusive community, and we ask all colleagues to uphold all UEL policies and regulations. Employees should actively demonstrate our values and contribute to UEL's positive, forward-looking culture.



PERSONAL SPECIFICATION

The University's Core [Values](#) are **Passion, Inclusion, and Courage**, and they are at the root of everything we do, and everyone in our community is expected to demonstrate them.

At the University of East London, our [values](#) of Passion, Inclusion, and Courage guide our actions, from strategic decisions to day-to-day interactions with students and each other. Our values are rooted in our history, heritage, and character, and they help to ensure the University is a rewarding, welcoming, and inspiring place to work.

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.

Category	Essential Criteria	Desirable Criteria
Education & Qualifications	Degree or equivalent professional qualification, or demonstrable attainment to this level through substantive professional experience.	
Experience & Knowledge	- Demonstrable track record of owning and delivering a commercial P&L, including setting revenue targets, managing costs and reporting to a board or equivalent governing body. - Proven ability to lead a business-development function, build and manage a commercial pipeline, and close complex multi-product deals with organisations ranging from SMEs to multinationals. - Experience of managing strategic or key accounts at director or C-suite level, including contract renewal, expansion and relationship recovery.	- Postgraduate qualification in business, management, marketing or a related discipline. - Membership of a relevant professional body (CIM, CMI, IoD or equivalent), or evidence of continued professional development in a commercial leadership discipline. - Experience of developing employer or commercial relationships in international markets, and familiarity with operating across different regulatory and cultural contexts. - Experience of leading a trading subsidiary, joint venture or spin-out, including board reporting, intercompany service-level



- Experience of developing, packaging or selling a broad range of business-facing products and services in a commercial context, such as CPD, workforce-development programmes, apprenticeships, professional qualifications, employability or talent brokerage, business start-up and growth support, or innovation and knowledge-exchange services.
- Experience of navigating governance, compliance and brand-protection requirements in a higher-education, professional membership, health, government or similar regulated environment.
- Experience of developing, packaging or selling a broad range of business-facing products and services in a commercial context, such as CPD, workforce-development programmes, apprenticeships, professional qualifications, employability or talent brokerage, business start-up and growth support, or innovation and knowledge-exchange services.
- Understanding of the UK higher-education regulatory landscape, including OfS conditions, the Lifelong Learning Entitlement, the Growth and Skills Levy, and degree-apprenticeship contracting.
- Familiarity with platform or marketplace business models in which free employer access supports a broader commercial proposition

Skills & Abilities

- Strategic and commercial thinking: the ability to set a multi-year commercial strategy, identify market opportunities and translate them into actionable plans with measurable outcomes.
- Stakeholder engagement and influencing: the ability to build and sustain relationships across employer C-suites, university executive teams and subsidiary boards, and to influence without direct authority.
- Financial literacy: the ability to read, interpret and construct P&L accounts, pipeline reports, cashflow forecasts and board-level financial papers.
- Communication and presentation: excellent written and verbal communication skills, including producing clear, well-



structured papers for board and committee audiences and representing the institution externally at the most senior level.

- Team leadership and people management: proven ability to lead, motivate and develop a commercially oriented team, including performance management, succession planning and embedding a high-performance culture.
- Negotiation and contract management: the ability to negotiate and close complex commercial agreements, partnership contracts and service-level agreements.
- Data-driven decision-making: the ability to define, track and act on commercial KPIs, using CRM and pipeline data to manage team performance and board reporting.

**Other
Competencies/Values
and Behaviours**

- A genuine commitment to the University's mission of widening participation and improving graduate outcomes, and to operating consistently with UEL's values on equality, diversity and inclusion.
- A demonstrable commitment to conducting commercial activity with integrity, transparency and in compliance with applicable legal and regulatory requirements.
- A collegiate approach to working across organisational boundaries, with the willingness to operate within a matrix structure in which



authority is shared between the University and the subsidiary board.

- The drive and resilience to build a new commercial function from a standing start, comfortable with ambiguity, change and the demands of a start-up operating context within an established institution.

FURTHER INFORMATION

UEL is an inclusive equal opportunities employer and is 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.

DISCLOSURE AND BARRING SERVICE (DBS)

Some roles at UEL may require a Disclosure and Barring Service (DBS) check under the Rehabilitation of Offenders Act (Exceptions Order) 1975. Where this applies, candidates will be informed during the recruitment process.

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Join us on our *journey*

