**Job Pack**

**Head of Communications and Engagement**

Closing Date: 12 noon, 3rd February 2017

**Welcome**

On behalf of the officers, trustees and staff, thank you for your interest in the role of **Head of Communications and Engagement at London School of Economics Students’ Union (LSESU) and Arts Students’ Union (Arts SU).** This is a fantastic opportunity to work alongside some of the most talented students in the world, in the heart of the capital, amongst a motivated and energetic staff. The past five years have been an exciting time of progress and renewal for LSESU and Arts SU, and we are now looking forward to the implementation of our new strategies, which has an even stronger focus on delivering an outstanding student experience – taking us from good to great.



**Busayo Twins**

Chair of LSESU Trustee Board



**Scarlett Langdon**

Chair of Arts SU Trustee Board

**About Us**

We are two membership organisations and registered charities that have come together to deliver high quality services, representation and support for 30,000 students across London at the London School of Economics and University of the Arts London. Our unique collaboration exists to allow our two organisations to make the greatest possible impact on students’ lives and maximize our resources in enabling them to create positive change at their university, in the community and the wider world. Every year, our elected Student Officers, together with the Trustee Boards at both Unions provide leadership and strategic direction for the work of over 80 permanent staff, 300 student staff, thousands of volunteers, delivering across 14 sites across London.

Our membership is diverse and we have the highest percentage of postgraduate and international students in the UK. Our membership is also wonderfully varied in its range of study from artists, designers and performers, to business and management students, to social and political scientists. Students engage with us through over 300 student clubs and societies, volunteering opportunities, exhibitions and artist workshops, academic representation, campaigning activity, and through our advice and support services. The exciting challenge that lies ahead is to make our two charities increasingly representative of our members by delivering more bespoke services and facilitating more and diverse students to engage in our decision making.

Together, the Unions have experienced a period of immense growth. Our collective turnover is circa £9million and there are exciting projects planned across both organisations, which will have a significant impact on the services we provide and how we provide them. As these two charities grow at difference paces this presents unique challenges to continue to get maximum benefit from this collaboration. Both Students’ Union has two main sources of income – an annual grant from the University and the income generated through trading services such as bars, coffees shops and retail. We are a charity and a not-for-profit organisation. All surplus generated within the organisation is reinvested into the facilities and services provided across the organisation for our members.

As a diversity conscious organisation we are keen to encourage engagement from BAME applicants who are underrepresented in our organisation. We are committed to learning and development and work/life balance and would consider supporting professional qualifications and flexible working patterns for the right candidate.

**The Role**

We need someone who can help make us brilliant. Someone who wants to change the world and loves thinking creatively and strategically to help make us better.

The Head of Communication and Engagement works across two students’ unions, and with their team, to ensure we’re engaging more students, understanding what they think about us and balancing competing priorities to ensure relevant, useful, creative communications.

**About You**

You will manage a team of three middle managers, more than ten frontline staff, and up to ten student staff; you will have excellent interpersonal skills, the ability to motivate a large team and the project management skills to ensure we take ideas through to implementation and evaluation.

You may already be in a junior management role within a students’ union, but we are also interested in candidates from different vol­untary and third sectors who bring transferable skills and are motivated to lead a team that has the potential to make a significant impact in students’ lives

You’ll like planning with a purpose, making sure we know what we’re doing for different types of students. You will use your experience of working with under-involved groups to deliver projects and activities. You will have an understanding about the strategic importance of communications and know how it can be used to position an organisation as more legitimate.

We need you to work brilliantly across the organisation, helping everyone deliver for our members. You’ll need the soft skills to develop effective and supportive relationships, identifying resources and strategic problems.  You’ll understand how to deliver the priorities of our elected officers. You will know how to present evidenced and reasoned ideas to develop projects to have the greatest positive impact on stakeholders.

**Our Structure**

Across the two Unions the staffing structure is split into three departments, two of which are headed by Director. Within these, a number of functional teams exist, each managed by a Head of Department or Manager

**Why work here**

Our staff enjoy working in a dynamic and supportive environment that prioritises their personal and professional development. Our annual all-staff satisfaction survey shows that staff value the opportunities they have to learn and grow within their roles. We perform highest in the areas of personal development, relationships with manager, work atmosphere and relationships with colleagues. Staff stated that the number one benefit the organisation offers to employees is a flexible approach to working. Over 60% of our staff rated their favorite part of working at SUARTS as their relationship with their colleagues.

**You’ll make a difference:** You’ll directly help shape what we do and how we do it, directly impacting on the experience of over 30,000 students.

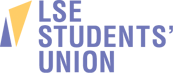
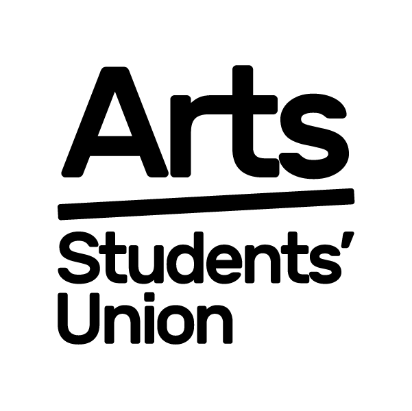
**We’re flexible:** We understand that life isn’t 9-5 and we’ll always look at how we can adapt to best meet your needs.

**You’ll be looked after:** We offer 25 days of annual leave in addition to Christmas closure days and bank holidays, childcare vouchers, free gym membership, pension scheme plus more.

**It’s great fun:** You’ll be working for an organisation that tackles the big issues on campus but one that has a great time doing it. You’ll be joining a team of smart, friendly people who get that work/play balance.

**Next steps**

You will find a full job description, person specification and application form attached and on our websites (<https://www.lsesu.com/workforus/> or <http://www.arts-su.com/about/contact/work-for-us> ). The closing date for applications is 12 noon on 3rd February 2017 and interviews provisionally scheduled for 16th February 2017. If you would like an informal conversation or more information about the organisation or the role please email Aisling Wootten, Director of Membership on a.wootten@lse.ac.uk.

****

**Job Description**

|  |  |  |  |
| --- | --- | --- | --- |
| **Post** | Head and Communications and Engagement | | |
| **Accountable to:** | Director of Membership | | |
| **Responsible for:** | Communications Team, Arts SU Engagement Team, LSESU Engagement Team | | |
| **Pay Band** | 7 | **Salary Range** | £40,000 - £42,000 |
| **Hours** | 37 hours per week | **Tenure** | Permanent |
| **Location** | Central London (split 50/50 between Arts SU and LSESU) | | |

**Job Purpose:**

* To lead the delivery of the communications and engagement teams at both LSESU and Arts SU.
* To provide strategic leadership by driving quality across the department’s services, increasing impact, and targeting resource
* To line manage team managers (who in turn manage frontline staff and large groups of student staff).
* Provide day-to-day department support for the student officers at LSESU and Arts SU.

**Key Responsibilities**

**Leading Service Delivery**

* Responsible for the function of the Union’s external communications
* Responsible for the delivery of the Union’s priority campaign(s)
* Responsible for the delivery of democratic functions – including elections, policy votes, General Meetings and Student Council
* Responsible for the Union’s organising and engagement approach
* Responsible for the delivery of primary and secondary research papers and briefings in areas including external communications, priority campaign issues, democracy, and student engagement
* Manage operational planning process for the Communications & Engagement Department’s
* Manage both data, data systems, and technology, and the use of within the Membership Directorate
* Key involvement in the Membership Directorate’s strategic plan including putting forward evidence based ideas for improvements and new projects/services within the Communications & Engagement Department
* Key involvement in the Union’s strategic plan including responsibility for the development of the Communications Strategy
* Key involvement in a range of University-wide projects, representing the Union on issues including teaching & learning, and systems
* Responsible for identifying and securing resources needed to deliver the department’s strategic aims and enablers
* Responsible for building relationships, liaising and negotiating with Union staff, University staff, and other relevant external parties on issues relating to the department

**Management**

* Full range of management responsibilities including recruitment, conducting (and keeping appropriate records of) management meetings, recording and managing absence, 121’s, performance reviews, appraisals, and investigations.
* Manage the departments learning and development needs and budget
* Manage the learning and development of the Executive Committee (Arts and LSE)
* Primary advisory support for both unions Sabbatical Officer Teams
* Support officers’ attendance at University Committee meetings by attending with or on behalf of them, and by writing or supporting the writing of Union papers
* Responsible for work undertaken by Communications Team and Engagement Team staff with student officers, and part-time student staff
* Manage and update regulations and procedures relating to the Communications Unit and the Engagement Unit
* Manage the Communications & Engagement Department’s budgets
* Manage the Communications Team’s and the Engagement Team’s attendance at relevant events and conferences
* Work collaboratively and closely with peers – namely Heads of P&A and A&O to form an effective overall Membership Directorate.

**Quality, impact & resources**

* Responsible for performance management of the department’s strategic aims and enablers
* Responsible for the allocation of the department’s staffing and resources to improve quality, performance and impact
* Responsible for setting challenging targets to ensure efficient, effective and impactful use of resources
* Responsible for the reporting on the performance of the department through the CEO to our members, trustees, institutions, funders and partners.
* Responsible for identifying and developing evidence based new projects and ideas to drive improved quality, performance or impact
* Manage and update regulations and procedures relating to the provision of activities and opportunities
* Overall responsibility for budget development and management relating to provision of communications and engagement

**GENERAL DUTIES**

**In addition, all staff have the following general duties laid out in their job descriptions:**

* To deliver and develop targets outlined in the Union’s strategic plan.
* To contribute and assist in the Union’s planning processes and the review of its performance and systems.
* Contribute to the positive and professional image of the Union and not act in such a manner as to bring the Union into disrepute.
* To observe and uphold the requirements of the Union Constitution and act at all times in accordance with policies including equality of opportunity.
* To undertake your own typing, filing, photocopying etc.
* Undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested.
* To take ownership of, their Induction, Personal Review Programme, Departmental Staff Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students’ Union.
* A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Freshers and welcome festivals and any other key event, including elections, if necessary.
* Staff are expected to portray a positive image, both internally and externally of the Students’ Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.
* Where you are required to work with volunteers you must support and manage them appropriately in line with the Students’ Union volunteer policy
* Environmental consideration and environmental best practice is the responsibility of all Students’ Union staff

Any other tasks that would be deemed suitable within this role as directed by line manager

**Person Specification**

|  | Requirements | Tested at Application | Tested at Interview |
| --- | --- | --- | --- |
| **Experience** | Experience of successful strategic management and a track record of leading the formulation and delivery of high quality services and/or outcomes |  |  |
| A track record of developing successful partnerships with a wide range of stakeholders |  |  |
| Proven record of successful financial management |  |  |
| Experience of managing multiple projects simultaneously |  |  |
| **Knowledge, Skills & Abilities** | A sound understanding of effective charity and/ or students’ union governance |  |  |
| Ability to work within a democratic member-led organisation |  |  |
| The ability to lead, and work within, an effective team |  |  |
| An understanding of performance management |  |  |
| Exceptional interpersonal skills and demonstrable emotional intelligence, with the ability to relate to, motivate and build trust and confidence with people at all levels |  |  |
| Knowledge of strategies or processes that can be employed to increase membership engagement |  |  |
| **Attitude & Disposition** | Desire to work within a democratic, student-led environment |  |  |
| Understanding and commitment to equal opportunities |  |  |
| Commitment to using skills and knowledge to facilitate others |  |  |
| Demonstrably high standards of personal integrity |  |  |
| **Other Circumstances** | Willingness to occasionally work outside of traditional office hours |  |  |