

Outreach and Engagement Manager Job Description

Salary: £33,600
Responsible to: Director of Engagement and Retention
Responsible for: Outreach Coordinators, Outreach Assistants

This job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

1. Purpose of Post:

Responsible for the delivery of front-line student support, targeted engagement activities and operational delivery of our social assets; you will focus on handling all inbound enquiries, alongside outbound engagement, and retention campaigns.

As the first point of contact for our community, you and your team will work to understand the students' explicit needs, before providing information or signposting the student to the services they need. Ensuring all interactions are appropriately recorded, you will ensure that we can report accurately on student needs and service usage.

2. Main Duties and Responsibilities

- Work with the Director of Engagement and Retention to implement our customer journey strategy and operational approach to outreach and engagement, including the delivery of agreed KPIs.
- With the Director of Engagement and Retention establish and then monitor and report on progress and key performance indicators.
- Provide management and support to staff and volunteers involved in delivering your area of responsibility.
- Ensure suitable cover is available to deal with all inbound contacts (voice, physical, emails, social or other digital) and staffing of our social assets.
- Work closely with all other functions to ensure that any events or activities, requiring physical staffing, are adequately covered.
- Ensure that whenever physical staffing is required the team are fully briefed with success criteria established.
- Work with the 'customer journey' group of colleagues to create campaigns and activities to grow the Student Unions engagement and satisfaction levels.
- Evaluate operational plans and recommend change as necessary, drawing upon feedback and data to refine our approach and improve outcomes.
- Manage an ongoing campaign of intelligent outbound activity (voice, physical, Emails, Social or other digital) focussed on growing engagement levels and better understanding student's needs.
- Work closely with marketing and data, research and insight functions to ensure the visibility of our work across the entire student population, ensure

that initiatives are well publicised and that our work and successes are effectively played back to all our students.

- Work collaboratively with other Service areas to ensure we are delivering the right activities to maximise engagement and best support our community.
- Work with the Heads of Communities and Advocacy to continuously improve service delivery of your area; drawing on evaluation, feedback and data to refine your approach, maximise outcomes and ensure your service offer remains relevant to students.
- Support our Elected Officers and student representatives in their political role; assisting them to achieve their objectives and support their wellbeing.
- Work in partnership with key University personnel and develop collaborative working arrangements with other external stakeholders to raise the Students' Union's profile.

Outreach and Engagement Manager Person Specification

Requirements		Essential Desirable	Assessed by *
1	Qualifications/Training		
1.1	Good general level of education, typically to degree level or evidence of equivalent relevant experience	E	A
1.2	Relevant degree or qualification in related subject	D	A
2	Experience		
2.1	Management experience gained within a customer experience and retention environment with demonstrated success in the role(s)	E	A
2.2	Experience of using customer experience technologies and platforms, including CRM/CXM systems, feedback tools and data analytics to build customer relationships	E	A/P/I
2.3	Experience in setting, monitoring and reporting against targets to key internal stakeholders and implementing action plans for improvement where required.	E	I
2.4	People management skills, with experience of building and managing high performing teams in a value driven organisation	E	I
2.5	Experienced in planning and delivering outbound contact campaigns	E	I
2.6	Experienced in delivering in person customer service and help	D	A
3	Knowledge, Skills & Attributes		
3.1	Excellent stakeholder management skills with the ability to persuade and influence, internally and externally.	E	I
3.2	Able to think critically and exercise independent judgement and discretion, with a solution focused attitude	E	I
3.3	Outcome focused, driven by a desire to create excellent customer experience with the ability to motivate team to achieve targets	E	I
3.4	Able to think creatively to continuously improve services	E	P/I
3.5	Commitment to and understanding of inclusion within a diverse and multicultural environment	E	P/I

***A – Application, P – Presentation, I – Interview**