

## JOB DESCRIPTION

<b>Job title:</b>	Employer Engagement and Communications Manager
<b>Department / Unit:</b>	Careers Service, Students and Academic Services
<b>Job type</b>	Full-Time - Permanent
<b>Grade:</b>	8
<b>Accountable to:</b>	Head of Careers
<b>Accountable for:</b>	Employer Engagement Officers (direct line management), casual staff (team management)
<b>Purpose of the post</b>	
<p>The Careers Service at Royal Holloway is responsible for delivering a wide range of employability services to all students and recent graduates to improve graduate destinations. The new College Strategy re-emphasises the importance of employability and graduate outcomes, and confirms the Careers Service as a core team.</p> <p>The Service delivers employability interventions and programmes through an annual programme of employer events, vacancy sourcing and promotion, work-based learning and targeted careers delivery in all academic schools.</p> <p>The post holder manages and leads the Employer Engagement team within the Service and is responsible for the organisation, strategic planning, management and leadership of employer-related activities.</p>	
<b>Key tasks</b>	
<ol style="list-style-type: none"> <li>1. Identify opportunities and methods to promote Royal Holloway students to a broad range of employers and relevant organisations.               <ul style="list-style-type: none"> <li>○ Engage and build strategic relationships with relevant employers, professional networks and bodies to develop talent pipelines</li> <li>○ Provide advice and guidance to employers wanting to engage with Royal Holloway students and graduates, assuming principal account manager where appropriate</li> <li>○ Ensure that all vacancies and recruitment services offered are compliant with current legislation</li> <li>○ Seek opportunities with employers to create revenue-generating opportunities, e.g. sponsorship of Careers events</li> <li>○ Support the Head of Careers in liaising with colleagues across Royal Holloway to utilise employer contacts and engage them in Careers activity</li> </ul> </li> <li>2. Lead and deliver a strategy of employer programming to support positive graduate and TEF outcomes.               <ul style="list-style-type: none"> <li>○ Lead on the development of the annual employer events programme and maintain oversight throughout the year, ensuring it is aligned with the College and Careers strategies</li> <li>○ Analyse the labour market and student aspirations trends to design an engaging programme of employer led inspiration and recruitment events</li> </ul> </li> </ol>	

- Supplement and diversify the engagement programme with targeted campaigns to meet college strategic objectives
  - Lead the evaluation and review process, monitoring participation rates, student, graduate and employer feedback and eventual graduate destinations performance
  - Oversee the events budget and collaborate with colleagues to ensure resource is utilised effectively
3. Oversee content published on all communication channels utilised by the Careers department – including but not limited to websites, social media and on-campus promotions.
- Supplement the engagement programme with online industry or subject-specific campaigns where appropriate. Integrate these campaigns with 'live' events and campaigns where possible.
  - Monitor and evaluate marketing procedures, regularly reviewing effectiveness. Develop key metrics to measure impact.
  - Collaborate with internal stakeholders across the College (both academic and professional services) to ensure effective and coordinated communications to students and graduates.
  - Work with the College's Marketing and Communications and PR and Media departments, ensuring that all materials adhere to branding guidelines and are consistent with College messaging.
4. Lead and manage the employer engagement team
- Recruit, induct, train and appraise staff
  - Ensure effective cross-disciplinary working with the other teams in Careers
  - Design and deliver upskilling training events for the EE team where appropriate
  - Deputise for the Head of Careers when required, chairing and attending internal and external meetings and committees, performing delegated duties and representing the interests of the Service.
5. As a member of the Association of Graduate Careers Advisory Services (AGCAS), the Institute of Student Employers (ISE), Bright Network and the Good & Fair Employers Club, participate in meetings, events, training and projects appropriate to this grade

#### Other duties and expectations

The duties listed above may be varied from time to time as dictated by the changing needs of the College. The post holder will also be expected to undertake additional duties as appropriate and as requested by their manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

#### Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:

- Colleagues from Student & Academic Services
- Academic colleagues
- Professional Services colleagues
- Students' Union
- External networks and contacts

## PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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**Department:** Careers Service

	Essential	Desirable	Tested by
<b>Knowledge, Education, Qualifications and Training</b>			
Educated to first degree level or equivalent	X		Application form
A post graduate qualification in careers guidance, or similar professional qualification		X	Application form
<b>Skills and/or Abilities</b>			
Excellent planning and organisation skills with the ability to prioritise a dynamic programme of events/activities	X		Application form
Ability to interpret data and reports to revise strategy and improve quality and effectiveness	X		Application form
Ability to develop and deliver collaborative projects with employer and academic colleagues	X		Application form/ Interview
An understanding of the graduate recruitment / early careers landscape		X	Application form/ Interview
An understanding of digital marketing and communications, including (but not limited to) content marketing, email and social media.	X		Interview
Ability to manage multiple projects simultaneously	X		Application form
Managing budgets, fundraising and income generation		X	Application form
<b>Experience</b>			
Experience of leading a team so that targets and deadlines are met in accordance with the objectives of the organisation	X		Application form/ Interview
Experience of organising events and influencing participation from presenters and attendees	X		Application form
Experience of managing digital channels including (but not limited to) content management systems, email and social media		X	Application form
Project management experience; from design to completion and delivering to budget and schedule	X		Application form
Track record of successful customer relationship management	X		Application form
Experience in initiating the successful engagement of new employer partners through a range of methods		X	Application form
Experience of securing income, increasing revenue from events, activities and programmes		x	Application form

Experience of developing and nurturing effective relationships and networks and to influence stakeholder internally and externally	X		Application form/ Interview
<b>Other requirements</b>			
Ability to work and keep calm under pressure	X		Application form
Ability to use initiative	X		Application form