

**JOB DESCRIPTION**

<b>Job Title</b>	<b>Head of Operations</b>	<b>Reports to</b>	<b>Chief Executive Officer</b>
<b>Salary</b>	<p><b>£42,500</b> (35 hours week)/part-time for the right candidate</p> <p><b>(plus 3% employer pension contributions )</b></p>	<b>Contract</b>	<b>Fixed Term (1 year) September - 31<sup>st</sup> July 2023</b>

**Background**

[Aimhigher London](#) (AHL) works with learners under-represented in Higher Education (HE) to stay in education and progress. We work with schools, colleges and Universities across London to develop collaborative solutions to help learners and the key adults who support them to access university by better understanding the pathways and support available to them. AHL supports progression for target groups of learners from year 8 to post-16 across 20 schools in 7 South London boroughs.

AHL also works with Linking London and Access HE as part of London Uni Connect through the Office for Students’ nationally-funded [Uni Connect](#) programme. The programme aims to increase the numbers of learners progressing to University who come from specific geographical areas where participation in Higher Education is low relative to their attainment.

This post is jointly-funded through Aimhigher London and Uni Connect

**Job purpose**

1. Help the organization evolve its marketing practices and adopt new solutions
2. To identify and implement a marketing strategy to ensure network level success is identifiable and visible to new and existing stakeholders
3. To develop branding profile that is consistent and promotes the network’s Unique Selling Point across marketing systems
4. To demonstrate to what extent the network offer is having a positive impact and is meeting the needs and interests of participants and stakeholders
5. Monitor and review existing systems and content that supports access to and optimises the engagement of programme participants and new and existing stakeholders
6. Oversee a team of 4 (Uni Connect Programme Manager, HEI liaison Manager, Digital Development Officer)
7. Deputise for the CEO as required

**Roles & Responsibilities**

### **Strategy (Marketing and Impact)**

- Working with the CEO to implement and review AHL's strategic plans
- Develop and oversee a Marketing strategy across all programme areas
- Develop and oversee an Impact strategy across all programme areas
- Identify and implement a system that aligns and connects impact and marketing data with other systems that are integrated into programme areas.

### **Marketing**

- Ensure marketing data is being collected to maximum accuracy and efficiency
- In collaboration with the Digital Development Officer, ensure consistency of branding

### **Impact**

- Ensure impact data is being collected to maximum accuracy and efficiency
- Map outcomes across programme areas
- Analyzing and reviewing data periodically to determine the impact and effectiveness of programmes and marketing campaigns
- Collate progress reports in relation to targets/outcomes across programme areas in preparation for key (diarised) touch points across the year

### **Communications**

- Identify systems of communication that supports the efficient and effective running of programme areas
- Where needed, contribute to the development of digital content
- Chair AHL's Managers' meetings

### **Engagement**

- With programme managers, identify, monitor and review interim and longer term engagement targets and outcomes for each programme area
- Monitor and review the use of the Learner Management System: ensuring it is accessible to users, running smoothly and is meeting the needs of users

### **Work Performed and key results areas**

The Operations Manager will proactively liaise and engage with Managers to monitor levels of engagement and ensure the programme is meeting stakeholders' needs and identified outcomes

- Induct Managers into the infrastructure created
- Line management and support of programme managers responsible for the Learner Progression Programme, Strategic Outreach activity, the Digital Development of resources, including oversight of budgets
- Report progress to CEO for purposes of Aimhigher London's Steering Group and Uni Connect Governing Board
- Identify opportunities within the stakeholder membership to promote the emerging outcomes of the programme and share best practice on activities and outcomes across programme areas more widely.
- Liaise with the Programme Manager (Uni Connect) regularly for a formal update on levels of engagement, receipt of learner data and anticipate any issues arising
- To liaise directly with Programme Managers to ensure programmes are meeting the needs of the learners/staff and troubleshoot any issues in relation to accessing and participating in the programme
- To manage effectively and efficiently own workload, that of the programme Managers and that of the stakeholder groups.
- Liaise with the finance manager to monitor programme budgets and ensure that all activities are provided for and delivered at optimum cost efficiency.
- In discussion with the CEO and Digital Development Officer, oversee the development and production of AHL's end of year impact report that reflects the needs and interests of all stakeholders
- To provide recommendations to the CEO and Steering Group with regard changes and innovations in the service of the strategic aims of the company
- Ensuring own practices and the programme areas are complying with Aimhigher London's Data Protection Policy and GDPR
- Resolve any project specific issues arising in a timely and professional manner
- Identify training opportunities where gaps are identified
- Weekly formal reporting to Aimhigher London's CEO

### **General**

- To initiate contact and communicate effectively with relevant Managers, leads and networks to identify potential collaborations, requirements and development of solutions in order to progress the aims of the individual programme areas
- To undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you

## Person Specification

Knowledge & Qualifications	Essential	Desirable
1. Graduate or equivalent experience.		√
2. Awareness of issues and barriers relating to the progression of learners from underrepresented groups into higher level skills	√	
3. Knowledge of educational sectors and their key priorities		√
Experience	Essential	Desirable
4. Experience of developing, maintaining and quality-assuring systems		√
5. Experience of Project Managing multiple projects/programme areas that have different target audiences	√	
6. Experience of working to develop innovative projects		√
7. Experience of planning, budgeting, execution, and evaluation of projects	√	
8. Analyzing data to determine the effectiveness of delivered activity	√	
9. Developing strategic partnerships with providers and stakeholders to promote products and services		√
10. Measuring key performance indicators, or objectives and key results, as they relate to operational efficiencies	√	
11. Tracking data and programme reporting	√	
12. Experience of working in an outreach capacity to collaborate on and/or deliver projects		√
13. Experience of evaluating activities and formulating recommendations as a result of identifying outcomes		√
Skills & Competencies	Essential	Desirable
14. Good problem solver	√	
15. Accurate, systematic and methodical	√	
16. Working independently and under own initiative	√	
17. Excellent communication skills, both verbal and written	√	

18. Excellent project management, planning and organisational skills	√	
19. Ability to work proactively to identify and feedback on new opportunities		√
20. Ability to prioritise tasks and projects and to work to deadlines whilst maintaining high standards.	√	
21. Improving business plans, strategies, processes and procedures		√
22 Familiarity of digital platforms and their use in creating engaging impact reports appropriate to the audience	√	
23. Familiarity with LMS/CMS		

<b>Personal attributes and aptitudes</b>	<b>Essential</b>	<b>Desirable</b>
21. Excellent interpersonal skills and the ability to communicate with a wide range of people at different levels	√	
22. Willingness and ability to negotiate interventions and outcomes	√	
23. Ability to be decisive while at the same time considering and balancing the overarching needs (growth) of the business and the needs of various stakeholders	√	
24. Willing to question and seek out solutions	√	
<b>Other</b>	<b>Essential</b>	<b>Desirable</b>
25. Required to undertake an Enhanced Disclosure and Barring Service (DBS) check		√