

Job description

Job Title	Manager of Operations (Engagement and Impact)	Reports to	Chief Executive Officer
Salary	<p>£42,500 (35 hours week)/part-time for the right candidate</p> <p>(plus 3% employer pension contributions)</p>	Contract	<p>Fixed Term (1 year) September - 31st July 2023 (continuation subject to additional funding from the OfS)</p>

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. To identify and implement a marketing strategy to ensure network level success is identifiable and visible to new and existing stakeholders
2. To develop a branding profile that promotes the network's USP that is consistent and accessible across all marketing channels
3. To demonstrate to what extent the network offer is having a positive impact and is meeting the needs and interests of participants and stakeholders
4. Monitor and review existing systems and content that supports access to and optimises the engagement of programme participants and new and existing stakeholders
5. Help the organization evolve its application of the LMS and identify new solutions to increase access and engagement of participants
6. Manage a team of 3 (HEI liaison Manager, Schools Engagement Manager, Digital Development Officer)
7. Implement an appraisal system

Roles & Responsibilities

Strategy (Marketing and Impact)

Marketing

- Working with the CEO to implement and review AHL's strategic plans
- Identify and implement a system that builds on the collection of data and outputs against outcomes to inform-future planning
- Develop a Marketing and evaluation strategy across all network activity
- Make recommendations for the development of the website and use of social media channels

Impact

- Ensure outcome measures are accessible and the effectiveness of programme activity and reflect AHLs strategic aims
- Map outcomes across programme areas
- Review and report against AHLs collaborative targets
- Ensure impact data is being collected to maximum accuracy and efficiency
- Analyzing and reviewing data periodically to determine and review 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
- Produce an annual (summary) Impact report

Communications

- Identify systems of communication and creative solutions that supports the efficient and effective running of programme and network activity
- Oversee the development, wording and design 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 Manager of Operations will proactively liaise and engage with Managers to monitor levels of engagement and ensure network activity is meeting stakeholders' needs and identified outcomes

- Induct Managers into the infrastructure created. Agree outcomes that are aligned with AHLs strategic plans.
- Work with the Learner Progression Programme team (the HEI Liaison Manager, the Digital Development Officer and Schools Engagement Manager and Learner Engagement Coordinator to produce a schools, staff and parent newsletter
- Work with the Learner Progression Programme team, (the HEI Liaison Manager, the Digital Development Officer, the Learner Engagement Coordinator and Schools Engagement Manager) to produce a video that reflects the learner journey through the LPP (illustrates the value of AHLs's sustained and progressive focus) for the website
- Report progress to CEO and Uni Connect Programme Manager for purposes of Aimhigher London's Steering Group and Uni Connect Governing Board and finance planning.
- To liaise directly with Programme Managers to ensure all network activity is meeting the needs of the learners/staff and troubleshoot any issues in relation to accessing and participating in the programme
- 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 outcomes, levels of engagement (receipt of learner data) and anticipate any issues arising
- 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		

Personal attributes and aptitudes	Essential	Desirable
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	√	
Other	Essential	Desirable
25. Required to undertake an Enhanced Disclosure and Barring Service (DBS) check		√

