

The University of Manchester

Job Description

Job Title:	Head of Engagement
Reports to:	Associate Director, Faculty & Student Partnerships
Division:	University of Manchester Library: Faculty & Student Partnerships
Date:	January 2021
HERA:	

Overall Purpose of the Job:

- To provide strategic leadership to the Engagement Team tasked with ensuring the Library develops and maintains proactive, trusted relationships with Faculties, Schools, students and researchers
- To plan and manage the continuing strategic effectiveness of the Library's internal and external communications and engagement
- To have direct responsibility for the formation, creation, management and delivery of engagement activities endorsed by Library Executive Team and Library Leadership Team
- To develop and maintain a strong personal profile with relevant senior colleagues at Faculty level, and with Central marketing, communications and engagement colleagues in order to make a significant contribution to the positioning and reputation of the Library within the University and the sector
- To form, develop and use a comprehensive understanding of current and future teaching, learning and research goals across the University in order to ensure Library engagement is appropriately targeted and strategically aligned
- To maintain strong collaborative relationships with all Library leaders and managers, core and specialist service teams, in order to inform the development and promotion of relevant Library services and collections, and optimise the application of Library resources to meeting academic need

Key Responsibilities:

- To manage the creation of key messages/themes for University audiences with the aim of increasing engagement with the Library's strategic aims
- To ensure a strategic and professional approach to all of the Library's engagement activities and to provide communications training, advice and support to members of Library staff
- To establish, develop and nurture strategically important relationships both internally and externally to the University in order to ensure the integrity and effectiveness of the Library brand and the Library's engagement activities
- To manage the prioritisation and delivery of all Library communications and engagement activities including any press and PR activity, all print and digital communications, and activities relating to stakeholder relationship management To plan, form and manage the delivery of direct engagement activity from the Library Executive and Leadership Teams (regular messages, internal communications, open meetings, and awareness raising communications) to ensure Library staff engagement with strategic and operational initiatives a
- To form, plan and articulate a clear vision and strategy for academic engagement and relationship management that is understood by all Library teams and other relevant stakeholders

- To build strong relationships with Library Executive Team, Library Leadership Team and other Library managers, in order to ensure that Library and Faculty goals are appropriately aligned
- To provide strategic leadership for the Engagement Team ensuring effective performance and continuous improvement against agreed targets
- To keep policies, procedures, KPIs and staffing within the team under active review recommending and implementing improvements and changes as necessary
- To promote an ethos of innovation, risk-taking, customer service and mutual support in the Engagement Team
- To ensure the team takes ownership of incoming academic enquiries, issues and complaints at the Faculty and School level, and ensure these are managed and addressed promptly and effectively, in collaboration with other Library colleagues
- To promote the Library's collections and services to the University community, using appropriate communications, marketing and advocacy techniques
- To work closely with Library service delivery and collections teams to ensure the development of effective and efficient customer-centred processes, tools and materials and to ensure continuous quality assurance and assessment
- To represent the University of Manchester Library service at relevant external meetings, and to become involved in appropriate professional networks, working proactively to establish, develop and nurture strategically important relationships and to promote the Library's reputation as a leading service within the sector
- To take an active role in the Directorate Management Team supporting the Associate Director for Faculty & Student Partnerships in developing a coordinated and cooperative approach to prioritising the work of the Directorate in line with strategy, considering service innovation and development issues and leading change
- To contribute proactively to the development and implementation of Library-wide operational planning and initiatives in support of University strategy and Library priorities
- To represent and deputise for the Associate Director for Faculty & Student Partnerships as necessary at Library and University meetings and committees
- To seek and identify trends, opportunities and funding to support innovation and position the University Library in a leadership position in teaching and learning service development
- To take an active approach to continuing professional development
- To work at any Library site as required
- To be flexible in relation to hours of work as may be reasonably requested from time to time
- To wear supplied Library branded clothing during defined promotional activities and special events
- To understand the specific context within which the role operates and how it relates to the wider University goals and business processes, in order to facilitate informed decision making
- To share in the Library's culture and values and ensure the working environment reflects the Library's Ways of Working

Person Specification:

Essential knowledge, skills and experience:

- Degree and appropriate professional qualification (CIPR, CIM, CIPD) in communications, public relations or marketing
- Significant experience in managing communications and engagement in a large and complex and devolved organisation. Experience should include:
- Development and implementation of good and effective communications and engagement practice
- Practical experience of successfully developing, planning and delivering effective communications and engagement campaigns and activities

- An understanding of engagement metrics, market research and data interpretation to generate actionable insight, developing programmes to address issues and improve engagement outcomes
- Experience of leading and managing colleagues to develop and deliver communications and engagement activities
- Successful leadership and management experience
- Excellent interpersonal skills, including the ability to build relationships, influence and negotiate
- Excellent written and oral communication skills including the ability to present information in appropriate formats, tailored to a wide variety of audiences
- Proven ability to apply strategic thinking to operation planning, and to use relevant project management skills
- Good financial awareness and experience of managing and controlling budgets and of analysing and presenting statistical data
- Excellent digital literacy including competence across office software applications, expertise with relevant functional software and systems, and familiarity with relevant social media tools
- Experience of service planning and management, including policy and process development, budget management and a proven ability to manage change
- A good understanding of the range of library and information resource & service needs of a diverse academic community
- Ability to anticipate challenges and to respond to them creatively and innovatively
- Experience of the exploitation of technology for the purposes of information management and delivery
- Demonstrable personal and professional commitment to the University's strategic goals, themes and values

Desirable knowledge, skills and experience:

- Experience of working in a relationship management capacity
- Experience of working in a research intensive academic environment
- Experience of delivering or managing library services to an academic community