

Employer Engagement Coordinator

Job Reference:	3550
Department:	Careers Service
Grade/ Salary:	Grade 5 £30,176 - 34,403 (inc London weighting)
Contract Type:	Permanent
Hours:	35 per week (Full time)
Location:	New Cross, London

Closing date for applications: Midnight on Sunday 7th March 2021

Interviews: Monday 15th March 2021

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

We are happy to supply information in alternative formats for disabled applicants. Please contact hr@gold.ac.uk to make your request.



Passionate about advancing equality
and celebrating diversity.
Together, we are different



Student Experience Directorate

The student experience is at the centre of everything we do here at Goldsmiths. Whether it be through our research inspired teaching, an ever innovative curriculum or vibrant extra-curricular and support offering, we have an unshakeable commitment to improving the experience of our diverse population.

The Student Experience Directorate is the part of Goldsmiths Professional Services that leads on the development and provision of outstanding student facing services. The directorate is responsible for ensuring that every student at Goldsmiths has an excellent student experience.

The Directorate is made up of six areas:

1. Student Marketing & Recruitment
2. Student Administration
3. Student Support Services
4. Library Services

5. The Careers Service
6. Student Engagement

Working collaboratively the directorate aims to attract the best talent possible to Goldsmiths, to steward them through from enquiry to application and enrolment, then subsequently into their student experience and to support them to be successful students and graduates. The team coordinates a full suite of co-curricular activities in order to develop and support our students and works in partnership with our academic departments to deliver the best service they can to students.

The Department

The Careers Service is the area of the institution responsible for working with students and colleagues across Goldsmiths to deliver the institutional Employability Strategy. Through the effective delivery of a range of frontline services, it is critical to providing an enhanced student experience before, during and after their time at Goldsmiths. As such, it contributes to the achievement of the Vision, Mission and Strategic Plan for Goldsmiths.

The department currently delivers the following services:

- Careers Information and Consultancy
- Work Placements & Internships
- Employer Engagement
- Student Enterprise and Skills (including the Gold Award and HEAR)

The team is pivotal in ensuring the effective provision of a high-quality student focused careers and employability service that best prepares graduates for the globally competitive recruitment market.

The College is very aware of the importance of careers and employability, particularly in light of the introduction of the TEF and Graduate Outcomes Survey (GOS), and the impact both may have on league table performance. Consequently, the College has provided significant additional investment into the department in recent years. Core priorities in the expanded team are a strong focus on supporting students after graduation who have not yet secured a graduate level outcome, an emphasis on the value of tailored placements and enterprise activities and effective marketing to increase uptake and providing an institutional lead on embedding employability within the curriculum.

Enhancing partnership working with key departments such as alumni, enterprise and planning are also key to delivery of an ambitious programme to ensure all students expand, reflect on and value their careers and employability attributes as much as their academic skills.

The Careers Service www.gold.ac.uk/careers leads on many initiatives that aim to enhance the employability of Goldsmiths graduates. Work based learning experiences have been shown to have a significant effect on graduate outcomes and can also enhance the quality of students' learning experience.

Job Description

Reporting to: Employer Engagement Manager

The purpose of this role is to support and contribute to the development and expansion of the Careers Service Employer Engagement programme by building long-term partnerships with employers and providing attractive and relevant employer related activities and opportunities that students wish to engage with.

The role holder will take lead responsibility for one of the areas below, as agreed with the Employer Engagement Manager:

- Coordination of the on-campus employer events programme
- Creation, development and maintenance of an Employer Network including a review and redesign of all marketing materials

Main Duties

Relationship Development

- Build and maintain mutually beneficial long-term relationships with a wide range of external organisations
- Liaise with external-facing professional services colleagues across the College to facilitate a joined-up approach to employers
- Join appropriate networks and liaise with professional bodies, educational institutions
- Develop relationships with colleagues across Goldsmiths and work with them to identify new marketing channels or the potential for collaboration
- Be aware of current and future developments in the graduate labour market (including recruitment practices, attraction and engagement strategies), relaying information to colleagues as appropriate
- Provide advice and guidance to employers wanting to engage with our students, assuming an account manager role where appropriate
- Facilitate collaborative partnerships and projects with industry to enhance the student experience

Lead Area 1

Coordination of the on-campus employer events programme

- Delivering an annual employer events programme, in collaboration with other members of the Careers Service team and the wider institution
- Identify and implement innovative methods to engage new and existing employers with on-campus events
- Liaise with colleagues across Goldsmiths to help plan the logistics for large-scale events such as recruitment fairs
- Generate revenue through employer event activities against set targets
- Collect and input user event feedback and map this data against our Key Performance Indicators as well as using this data to inform future event activity
- Conduct focus groups (e.g. with employers, students, graduates) for the purposes of review and planning

Lead Area 2

Creation, development and maintenance an Employer Network including a review and redesign of all marketing materials

- Develop and coordinate targeted outreach strategy to raise awareness of our offering and increase employer engagement with the Careers Service and Goldsmiths, guided by strategic aims and market intelligence
- Use creative approaches to engage employers who have not previously engaged with Goldsmiths

- Coordinate the re-design of marketing material for employer and student audiences in line with Goldsmiths branding and visual identity guidelines
- Suggest and implement new ideas for marketing our opportunities and services
- Publicise opportunities and events via social media and other channels
- Write content and develop case studies for college-wide newsletters, web pages other relevant channels

Data

- Ensure all employer engagement has demonstrable impact in relation to the Goldsmiths Employability Strategy and team operating plans
- Use available data (e.g. DLHE, Careers Registration) to inform and shape engagement activity
- Collate and prepare regular qualitative and quantitative data for reporting purposes
- Maintain accurate records using the CareerSPACE CRM and other data recording tools

Collaboration and Networks

- Collaborate with relevant internal departments at Goldsmiths (e.g. Alumni Relations and Development, Communications, Student Recruitment, Student Engagement)
- Collaborate closely with the Work Placement and Internships team
- Represent Goldsmiths at networking events, employer insight days and relevant business forums
- Contribute to and derive maximum benefit from the employer networks of the Careers Service, Goldsmiths, AGCAS and The Careers Group (e.g. The Careers Group Employer Engagement network)
- Collaborate where possible with student societies to co-create/host relevant employer events

In addition you will be required to undertake any other duties as may reasonably be required.

- At all times carry out your responsibilities with due regard to the College Code on Equality and Diversity/Dignity at Work Policy
- At all times help maintain a safe working environment by attending training as necessary and following the College's Health and Safety Codes of Practice and Policy

Person Specification

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with these criteria.

The Essential column shows the minimum essential requirements for the post. Therefore if you cannot demonstrate in your application that you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable column shows additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form

C = Certificate

T = Test / P = Presentation

I = Interview

R = Reference

	Category
Essential Criteria 1 - Qualifications	
Desirable Criteria 1 - Qualifications	
D1: Educated to A Level / BTEC / degree (or equivalent)	A, C
Essential Criteria 2 - Experience	
E1: Experience of organising / assisting with events – (conferences/fairs/workshops/recruitment days or related)	A, I
E2: Experience of marketing specific activities, events or services to a varied external audience	A, I
E3: Experience of establishing new contacts and building effective relationships	A, I
E4: Experience of operating and maintaining systems and procedures	A, I
Desirable Criteria 2 - Experience	
D2: Experience of working in an HE environment or Graduate Recruitment	A, I
Essential Criteria 3 – Knowledge	
E5: Knowledge of student/graduate employability issues	A, I
E6: Knowledge / understanding of the UK graduate labour market and the needs of graduate employers	A, I
Desirable Criteria 3 - Knowledge	
Essential Criteria 4 - Skills	
E7: Ability to demonstrate understanding of the role / motivation for applying	A, I
E8: Excellent communication and interpersonal skills to enable good relationships to be developed with students / staff / external organisations	A, I, T
E9: Ability to prioritise a wide variety of tasks and to meet deadlines	A, I
E10: Ability to assimilate complex information and to explain it to others, both in writing and face-to-face	A, I, T
E11: Ability to set up and implement effective systems and procedures	A, I

E12: Excellent attention to detail	A, I, T
E13: Ability to use Microsoft Outlook, Word & Excel, simple CRM software, and update websites	A, I
E14: Ability to use initiative in performing your duties, to work without close supervision	A, I
E15: Ability to solve problems effectively and creatively	A, I, T
E16: Persistence and resilience	A, I
Desirable Criteria 4 - Skills	
D3: Experience using design programmes such as InDesign	A, I
D4: Ability to use social media effectively in a work environment and knowledge of social media management platforms	A, I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

For more information about the role, please contact Fergus Gleeson, e-mail f.gleeson@gold.ac.uk

We are committed to equality. All applications will be judged solely on merit, however, we particularly welcome applications from groups currently under-represented in the workforce, for example black and minority ethnic groups and those with disabilities.

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- On site cinema, Curzon Goldsmiths, with staff discounts and special screenings
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent on grade
- Access to exclusive discounts, including high street retailers
- Maternity, paternity, shared parental leave and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#) and [gym](#)
- Access to [University of London facilities](#) such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact hr@gold.ac.uk, or visit www.gold.ac.uk/hr.

Thank you for your interest in working with us, we wish you all the best with your application.