

Recruitment Pack

Head of Advocacy and Policy

Dear Candidate,

 [avery hill](#)  [greenwich](#)  [medway](#)

Thank you for taking an interest in this role at Greenwich Students' Union (GSU).

GSU is a charitable organisation which plays a crucial role in the experience of over 20,000 students who attend the University of Greenwich. Our job is to ensure that students have a great time and Greenwich and we empower them to change the world.

We have three main departments here at GSU: Membership Services, Commercial Services, and Support Services. These services spread across three campuses with our main offices being based at Greenwich and Avery Hill in Eltham and Medway in Kent.

The Head of Advocacy and Policy will be responsible for developing an excellent Advice Service and Retention Team to support and advise students effectively to enable excellent student experience and satisfaction.

This role will lead on the development of effective insights, representation and support initiatives/campaigns for students, across our three campuses at Greenwich, Avery Hill and Medway. This role will enhance work with the diverse student population of the University of Greenwich and lead a dynamic team to ensure students have consistent and accessible services that contribute to positive student experience.

Opening: Thursday 18th April

Closing: Tuesday 14th May, 17:00

Interviews: Tuesday 21st May

Panel: Uzma Arif-Fryer (Deputy CEO and role Manager), Laziz Tokhirov (Officer), Emma Pleasant (Head of Student Voice & Representation) & Mark Heffernan (Head of Campus Engagement & Opportunities)

Salary: £46,925 - £52,815

Hours of work: 35 hours per week

The following pages contain a summary of the principal terms and conditions, key dates in the recruitment process and some information about the Students' Union. Please check you have downloaded everything you need to complete your application and return it electronically.

If you would like to have an informal chat about this opportunity please contact me at U.Arif-Fryer@greenwich.ac.uk

Good luck with your application and I look forward to meeting you.

Best wishes,

Uzma Arif-Fryer



GSU PLAN 2026

**BECOME
YOUR BEST**

OUR NEW STRATEGY

GSU PLAN 2026

BECOME YOUR BEST

At Greenwich Students' Union (GSU) we're proud to have made transformative change over the last few years by acting on student feedback and working with our members to make our democracy more accessible, develop the quality and scope of our member services, improve our physical spaces and transform our communication methods.

Recently recognised as a Quality Students' Union, GSU now has an established physical footprint at our three campuses in Avery Hill, Greenwich and Medway, supported by our online spaces.

Our new strategy - GSU Plan 2026 - sets out our action plan that will take us into our next phase of development, ensuring our members are able to shape future opportunities and services. Our role as a Students' Union is to continually evolve our offer for the members of today and future generations.

We have one goal by 2026; supported by GSU and our services, our students to become their best at Greenwich and beyond.

We will focus our team and our time to represent student interests, working with our members to ensure you have access to:

- The best quality and inclusive education.
- Develop skills to be life ready.
- Be the best you can be while they study.
- Find where you belong at Greenwich.
- Take actions to protect our planet together.

Click here to read our plan in full - greenwichsu.co.uk/gsuplan2026

Our Services - Membership

Student Representation

Involvement with Student Assembly, campaigns, Elections and members representation;

Advocacy and Policy

Provide advice to all our members regarding academic process, housing, money and other issues. We work proactively to prevent student issues arising and secure an early intervention if needed.

Student Activities

Encompasses Societies, Sports groups, Academic Communities, Awards, Varsity and much more;

Employability and Volunteering

Identifying opportunities and providing support.

Finance

Central team responsible for financial activity and support across the Union.

Marketing

Supports communication activity for GSU and all its services, events and activities.

Organisation Development

Looking after HR, governance and training across GSU.



Our Services - Commercial

Lower Deck in Greenwich

The best student bar in Greenwich.

Tudor Café in Avery Hill

Selling takeaway food and coffee, snacks and confectionery, merchandise, groceries and toiletries.

Candy Shack in Avery Hill

Milkshakes by day, cocktails by night!

The Deep End in Medway

Selling hot food and drink, as well as grab-and-go options.

Greenwich Lookbook

Our shop selling University branded merchandise online and in our merch store in Greenwich.

Flagship Events

Offering venue hire in the heart of Greenwich (Avery Hill and Medway TBC).



Staff Benefits

HOLIDAYS:

25 days per annum
8 bank holidays
3 free days over the winter holidays
Additional 1 day for every year at GSU
(up to 5 years)

MISC LEAVE:

1 day off to move to a new house
1 day off for wedding attendance of immediate family
1 day off to attend funeral
3 days off for death or serious illness of immediate family
Study/exam leave
Health appointments
Parental & carers leave
Sick dependents leave
Generous sickness leave pay
Generous maternity and paternity leave pay

PENSION:

Employee contribution: 5 – 7%
Employer contribution: 4 – 6%

MISC BENEFITS:

Parking permit loan
Travel loan
Eye test and contribution to lenses
Insurance – death in service
Training/staff days
Flexible working

MISC PERKS:

Free large soft drinks (post mix) in the Lower Deck and The Deep End
Student prices on hot drinks in Lower Deck and Tudor Café
Student prices in Lower Deck and the Deep End on all applicable menu items
Free venue hire at Lower Deck
Tea, coffee and milk in offices

Application Process

Your application is very important, as the information you provide will be used in deciding whether or not you will be shortlisted for interview. The following advice is designed to help you complete it as effectively as possible. This is part of our commitment to ensuring equal opportunities for job applicants.

Greenwich Students' Union (GSU or SU) wholeheartedly supports the principles of equality and diversity in employment and service delivery. We aim to encourage, value and manage diversity and we recognise that talent and potential are distributed across the population. Not only are there moral and social reasons for promoting equality of opportunity, it is in the best interest of this organisation to recruit and develop the best people for our jobs from as wide and diverse a pool of talent as possible.

TIMELINE FOR RECRUITMENT

At GSU we aim to have our recruitment processes as clear and structured as possible. Ideally, we have our advert listed on various websites for one month. Following the deadline date, we will aim to shortlist within a week. Once shortlisting has been completed, the successful candidates will be informed and given an interview date a week ahead. This will allow our successful candidates the opportunity to prepare and make arrangements.

PLANNING YOUR APPLICATION

When planning to submit your application, read through the material provided, including the job specification and recruitment pack.

PERSONAL SPECIFICATION

The Person Specification is the list of criteria or requirements needed for the post. To be shortlisted you have to fulfil each of the essential points marked 'Application', demonstrating your abilities by giving examples. The strongest applications will detail with examples how candidates meet all of the criteria, including drawing on previous experiences and transferable skills. Remember that voluntary work or work at home can be as valuable as paid employment.

Application Process

COMPLETING YOUR APPLICATION

Step 1: To apply use our online recruitment portal setting out how your experience, skills and values equip you for the role. In addition, you can submit a CV if you wish to do so.

Step 2: Complete the Equal Opportunities Monitoring information within the application for,. This is not disclosed to recruiting manager or shortlisting team.

Step 3: Please submit in time for the stated closing date. Please note that applications received after the closing date will not be considered.

SHORTLISTING

All applications will be sent to the selected recruitment panel who make their preferred selection based on the requirements that meet the personal specification. Candidates who meet the criteria are shortlisted for an interview.

INTERVIEWS

The interview panel will normally be formed of 3-4 staff members who will ask questions based on the values and competency required for the role. For some roles you may also be asked to participate in a task or presentation. The applicants will be informed of this ahead of their interview date. If you are not able to attend the interview, we cannot guarantee that an alternative date will be offered. The Panel will consider requests for alternative dates as they arise.

Job description and Personal Specification

Job Purpose:

The Head of Advocacy and Policy will be responsible for developing an excellent Advice Service and Retention Team to support and advise students effectively to enable excellent student experience and satisfaction.

This role will lead on the development of effective insights, representation and support initiatives/campaigns for students, across our three campuses at Greenwich, Avery Hill and Medway.

This role will enhance work with the diverse student population of the University of Greenwich and lead a dynamic team to ensure students have consistent and accessible services that contribute to positive student experience.

Reports to:

Deputy Chief Executive

Responsible for:

Direct reports

x1 Advice Manager (Greenwich/Avery)

x1 Advice Manager (Medway)

x1 Insight and Retention Manager

Indirect reports

x3 Advisors

x1 Project Coordinator – Retention

Circa 25. Student staff

Department/Service

This role sits within the wider Membership Services department, together with other key areas consisting of; Activities, Sport, Academic Communities, Representation and Democracy, we provide a high-quality service for students, that they can shape, steer and be at the heart of.

Duties and Key Responsibilities

This postholder will be part of the GSU Senior Leadership Team and will be expected to contribute to department and organisation wide strategic development.

The post holder will:

- Have expert knowledge in areas of in relation to Advice and Retention and policies and legislation relating to such activity
- Support and develop strong student-led communities and campaigns in areas of: Advice, wellbeing and retention so that members can thrive
- Provide line management support to staff so that the team have up to date, specialist advice skills, knowledge and understanding of University regulations, policies and procedures that may affect the work of the Advice service and oversee engagement across Greenwich's 3 campuses
- Undertake casework and provide expert advice for the team on all aspects of Advice
- Lead on the project management of wellbeing/health promotion campaigns and initiatives throughout the year, as well as any external bids through bodies such as OfS
- Oversee the Retention and Wellbeing Project work, and other relevant projects with external partners
- Lead on insights work relating to retention, wellbeing and support
- Lead on responses to external consultation and enquiry responses, including but not limited to OfS, Department for Education, OIA and Universities UK
- Support elected officers to deliver on campaigning priorities
- Ensure the Advice service has the skills and is equipped to support the diverse needs of students at Greenwich and Kent at Medway.
- Provide regular insights and reports on the GSU Membership to inform our strategy and service provision
- Work with other Heads to develop relevant and modern Front of House services for each GSU campus ensuring ease of access and consistency for all members.

Key Areas

- Be an engaged and active member of the Senior Leadership team, contributing regularly and working collaboratively with peers
- Provide leadership, strategic direction and day to day operational management to the Advocacy and Policy: recruiting and inducting members of staff, motivating, supporting and developing team members to ensure they have the necessary skills and knowledge for their roles as well as manage performance
- Develop a proactive results driven culture within the team, ensuring agreed objectives and targets are delivered, whilst promoting a collaborative approach to working with internal departments
- Develop succession plans and identify training and development opportunities within the team
- Be accountable for the quality of outputs of the team
- Provide support to the Officer team helping and equipping them, particularly in their roles as representatives and providing pastoral support and guidance.
- Ensure the whole organisation is aware of and understands the work of the Advocacy and Policy Team and its contribution to our strategic objectives
- To maintain expert and up-to-date knowledge on sector policies and regulations relating to advice, retention and student success, providing relevant guidance to officers and staff as required.
- Develop and promote a culture of continuous improvement across the team to ensure we can adapt to changing students' needs and priorities, as well as building on successes and preparing for the future.

Strategic Development

- Contribute to the strategic objectives of GSU, with a particular focus on advice, support and wellbeing in relation to the student experience
- Develop and oversee a new and innovative approach to proactive health and wellbeing campaigns that empower students to look after themselves and each other, as well as seeking support
- Lead on Access and Participation Plan Engagement, acting as the key contact on this area with the University.
- Build and maintain strong working relationships with relevant senior UoG staff and departments including Student Academic Services, Faculties and our partners at Kent Unio
- Develop and oversee the Advice service to support advocacy initiatives at multiple levels within the University, ensuring both students and University stakeholders view GSU as a credible and reliable source of information on the needs of students

Monitoring and Evaluation

- Develop and oversee a structured approach to gathering, analysing and reporting on data relating to engagement of students with our services and to student views on key issues relating to retention and success
- Develop and oversee processes of collecting quantitative and qualitative data from casework to analyse trends and inform feedback for the SU and university
- Ensure evaluation mechanisms are embedded in the teams working practices and that findings are shared and used to implement learnings with the goal of improving services
- Support Officers by preparing information, statistics and trends about key services to be shared within the University committee cycle
- Be responsible for the implementation of service standards for the Advocacy and Policy Team and to monitor and report on adherence to these standards
- Prepare materials to apply for any relevant quality mark accreditations for the service.

Budget and Financial Management

- Manage a budget relating to Advocacy and Policy including any restricted funds.
- Be responsible for the teams resources, ensuring these are effectively allocated, managed and controlled
- Review and establish processes, systems, policies and where appropriate standard procedures to maximise efficiency ensure deadlines are met and a positive return on investment
- Review and provide narrative for scrutiny at monthly management meetings with the Finance Team

Stakeholder management

- Collaborate with GSU colleagues, particularly the Student Voice and Engagement Teams to ensure we have a consistent approach to how we work with and support students
- Work with students through our representative structures and forums to ensure we shape services students want and need, taking into consideration the varying campus priorities
- Maintain strong relationships with key university staff to develop, deliver and evaluate collaborative projects and interventions supporting advice and retention
- Attend meetings relating to Advocacy and Policy as well as associated areas at both GSU, the University and externally, included, but not limited to regional networks
- Identify opportunities to share best practice and represent the work of GSU and your team to the wider HE community, through conferences and publication.

Personal Specification

Essential Experience

- Line management experience
- Relevant experience working in the youth, education, students' union or other membership or advisory organisation
- Experience of leading a multi-functional team
- Experience of mentoring coaching staff/elected officers
- Experience of developing operational policies and procedures
- Experience of budget management, project management, and operational management
- Experience of working with a range of stakeholders and partnership working or strategic networking

Essential Skills and Abilities

- Ability to work with and lead a high performing team
- Ability to troubleshoot difficult situations, and deal with them calmly, efficiently and effectively
- Ability to produce confident, clear written reports and be able to write succinct documents on complex areas
- IT skills at a level that supports membership CRM systems, Advice Pro and other platforms
- Excellent time management and organisational skills with the ability to manage others to reach deadlines, within agreed budgets and to a consistently high standard
- Ability to write strategies and be able to effectively communicate vision and mission
- Ability to stay focused and efficient in the face of changing priorities
- Track record of successfully developing and implementing projects and operational change
- Able to draft policies and procedures with an eye for detail and accuracy

Essential Knowledge

- Awareness of current issues within the higher education sector
- Knowledge of relevant external bodies and organisations including Advice UK, NUS, Citizens Advice, OIA, OfS, Student Minds
- Knowledge of relevant health and safety legislation
- Knowledge of Safeguarding, advice legislation, risk assessments and GDPR
- Knowledge of providing 121 support

Education/Training

- No one specific qualification is required, but evidence of recent continuing professional development in a professional area relevant to the post is required. For example: ILM, City & Guilds etc.

Personal Attributes and other requirements

- Able to travel within the Borough and Region.
- Able to work some evenings and weekends and stay overnight where necessary.
- Works well in a team with a flexible approach to work
- Be eligible for a DBS check if needed
- A commitment to the principles and practices of equality and diversity
- An ability to apply awareness of diversity issues to all areas of work.
- Commitment to the values and ethos of GSU.

Desirable other requirements

- Visionary, creative, and innovative strategist
- A positive, solution focused leader – able to make ‘tough’ decisions; determined and resilient in order to cope with the demands of the role
- Empowering, authentic leader with high levels of emotional intelligence