

# Recruitment Pack

## Retention and Insights Manager

Greenwich Students' Union  
Tel: 0208 3317629  
Email: [gsurecruitment@gre.ac.uk](mailto:gsurecruitment@gre.ac.uk)

Dear Candidate,

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 the 19,000 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 are spread across three campuses with offices based at Greenwich, Avery Hill in Eltham and Medway.

As we launch our ambitious 5-year strategic plan the Retention and Insights Manager will play a key role in at Greenwich Students' Union in supporting students to stay and succeed at university.

The successful candidate will lead an established team in delivering our award-winning outreach programme which facilitates structured phone conversations with 1000's of students a term. The post holder will take a strategic, evidence-led approach to developing further interventions to support students based on the insights gained from this project and from other areas of SU and university activity.

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 [c.mackey@greenwich.ac.uk](mailto:c.mackey@greenwich.ac.uk).

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

Best wishes,  
Colum Mackey  
Head of Advocacy & Policy

# A bit about us

## OUR MISSION

Empowering students to change the world. Making sure that students have a great time at Greenwich!

## OUR VALUES

GSU is proud of everything we do, and we live and breathe our values, Approachable, Inclusive, Courageous, Empowering, and Trusted.

## OUR SERVICES

We provide support and encouragement for our members to get involved with the university experience as much as possible, the below lists are the main areas where we engage with our members.



## MEMBERSHIP SERVICES

**Student Representation** - involvement with Student Assembly, campaigns, Elections and members representation;

**Student Advice** - provide advice to all our members regarding health, housing, employment, money, International students, safety, academic and other issues not covered in the aforementioned;

**Student Activities** - encompasses Societies, Sports groups, Academic Communities, Awards, Varsity and much more;

**Employability and Volunteering** - identifying opportunities and providing support.

## COMMERCIAL SERVICES

**Lower Deck in Greenwich** - the best student bar in Greenwich.

**Change in Greenwich** - providing great coffee, food and soft drinks throughout the day.

**Village Shop in Avery Hill** - selling takeaway food and coffee, snacks and confectionery, University of Greenwich branded 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.

**Our online shop, the Greenwich Lookbook ([greenwichsu.co.uk/shop](https://greenwichsu.co.uk/shop))** selling University branded merchandise.

**Flagship Events**, offering venue hire in the heart of Greenwich (Avery Hill and Medway opening for hires in 2022).

# Our Strategy

In 2016/17 we worked with our members, to plan out what we should be doing as an SU over the next few years. Based on this work we have two goals aimed at our members: Empower you to change the world. Make sure you have a great time at Greenwich! That's it, simple as. What that will look like is a little more complicated, but we've broken it down into eight areas.

## **INFLUENCING THE UNI**

We will work in partnership with the University of Greenwich, becoming a trusted source of information representing the voice of students.

## **YOUR EMPLOYABILITY**

Students have told us that they want a degree at Greenwich to get the best job and future, we'll ensure that they can be recognised by the SU, stand out from the crowd and be more employable. Managing Your Money Supporting students to manage, save and earn money will be a priority for us.

## **REPRESENTING YOU**

Listening to students, empowering them to represent others and supporting great student leadership will be how we effectively represent them.

## **YOUR HEALTH AND WELLBEING**

By running our Advice Service, offering healthy food & drink options in venues, by making it easier to keep fit with our sports clubs and activities and have fun in our societies, we hope to create a positive environment for students.

## **YOUR COMMUNITY**

We will continue to develop safe spaces that support students in having fun, working comfortably, getting help and making change.

## **GIVING YOU A WIDER INFLUENCE**

We will work with students to ensure that their voice is heard on the local, London and National stage, putting GSU at the heart of the student movement. That's it, simple as.

## **YOUR LOCAL COMMUNITY**

Students are the life blood of Greenwich, Avery Hill and Medway campuses, we will ensure that this is celebrated through a healthy, productive partnership with the local community.

# 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  
Student prices on hot drinks in Change and Village Shop  
Student prices in Lower Deck 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. We will be reviewing, shortlisting and interviewing candidates on a rolling basis over the next month.

If you're interested in applying please put an application in as soon as possible as we reserve the right to withdraw the post if we find a suitable candidate.

## **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. There is no such thing as a perfect candidate but our personal specification gives you an idea of the skills and experience we'd expect you to have.

The strongest applications will detail with examples how they meet 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 send a recent copy of your CV and a covering letter, no greater than two A4 pages, setting out how your experience equips you for the role. If you do not submit a covering letter, you will be prompted to do so.

Step 2: Submit your completed application as soon as possible, we'll be reviewing applications on a rolling basis. We prefer to receive applications electronically; however, we will consider handwritten applications in black ink.

Step 3: Please also complete and return the Equal Opportunities Monitoring Form. Please note that applications received after the closing date will not be considered.

## SHORTLISTING

All submissions are sent directly to our recruitment desk, who save and anonymise them, ready for the recruiting manager to review. 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

## Retention and Insights Manager

As we launch our ambitious 5-year strategic plan the Retention and Insights Manager will play a key role at Greenwich Students' Union in supporting students to stay and succeed at university.

The successful candidate will lead an established team in delivering our award-winning outreach programme which facilitates structured phone conversations with 1000's of students each term. This role will be instrumental in identifying broader trends in student behaviour and presenting these insights to the institution.

The post holder will take a strategic, evidence-led approach to developing further interventions to support students based on the insights gained from this project and from other areas of SU and university activity.

We're looking for an enthusiastic candidate who has experience managing projects, analysing data and communicating insights to senior stakeholder.

You don't have to come from a higher education background, but you should have an interest in working to help students succeed.

The post is fully funded for 6 months with the possibility of an extension at the end of this period.

This role sits within the Advocacy and Policy Team who focus on making 1-1 timely interventions to support students to succeed as well as identifying boarder trends in student behaviour to inform our strategic approach to services and support.

Reports to:	Head of Advocacy and Policy
Responsible for:	Outreach Supervisor & Outreach Ambassadors
Contract Length:	6 months with a possible extension
Salary:	£35,000 pro-rata
Location:	Avery Hill Campus -Eltham (Main site for this project), Greenwich Campus and Medway Campus with some home working

## 1 - DUTIES AND KEY RESPONSIBILITIES

This post holder will be part of the Advocacy and Policy Team and will be expected to contribute to departments wider objectives and planning.

The post holder will:

- Manage and organise our award winning Retention Project
- Providing line management to the Outreach Supervisor and Ambassadors, ensuring regular 121's to review their progress.
- Creating training materials.
- Reviewing the survey script.
- Working closely with the University on escalating student queries and redirecting to relevant support service.
- Planning, organising, forecasting, and developing budgets.
- Recruiting and developing training for staff. Presenting project findings analysis to key senior stakeholders.

### Monitoring and Evaluation

- Writing weekly reports to stakeholders on key data, monthly trend analysis and end of term impact reports.
- Using insights from this project and other data to recommend and implement further interventions that aid retention and success.
- Updating data sharing agreements.
- Creating and developing a physical risk assessments.
- Working closely with the Planning and Statistics Team, to confirm data requirements and analyse demographic data.

### Budget and Financial Management

- Work with the Head of Department for budgetary planning; setting and reviewing of budgets, ensuring effective spend of budgeted sums and restricted funds.
- Being responsible for delivering activity within the allocated budget and ensuring these are effectively managed and controlled.
- Review and provide narrative for scrutiny at monthly management meetings with the Finance Team.

### Stakeholder Management

- Liaising with key stakeholders in the University of Greenwich (UoG) - Director of Student & Academic Services, Head of Student Finance, Head of Health & Wellbeing, Head of Student Services, Head of International & Compliance.
- Liaising and working closely with the UoG Operations Teams to support and develop the physical setup of the project.
- Collaborate with GSU colleagues to ensure we have a consistent approach to how we work with and support students.
- Work with elected students and faculty staff to ensure we shape services students want and need, taking into consideration the varying campus priorities.

## 2 GENERAL RESPONSIBILITIES

- Represent and be an ambassador for GSU.
- Be flexible and carry out other associated duties as may arise, develop, or be assigned in line with the broad remit of the position.
- Maintain and improve competencies through continuous professional development.
- Abide by organisational policies, codes of conduct and practices.
- Support and promote liberation, diversity and equality of opportunity in the workplace.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or clients or staff and Project data.
- Actively seek better ways to assist GSU in its effort to become a more sustainable workplace.
- Any other duties commensurate with the accountabilities of the post.

## PERSON SPECIFICATION

### Essential Experience

- Experience of project management, operational management and managing a large budget
- Experience of working as part of a multi-functional team
- Experience of line management
- Experience of working with a range of stakeholders and partnership working
- Ability to troubleshoot difficult situations, and deal with them calmly, efficiently and effectively
- Good communication and presentation skills, with an ability to communicate ideas, issues, and procedures successfully at all levels and act as an external ambassador
- Ability to produce confident, clear written reports and be able to write succinct documents on complex areas
- Time management and organisational skills with the ability to manage others to reach deadlines, within agreed budgets and to a consistently high standard
- Able to draft policies and procedures with an eye for detail and accuracy

**Essential Knowledge**

- Knowledge of relevant health and safety legislation
- Knowledge of GDPR and risk assessments

**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

**Essential Personal Attributes and other requirements**

- A role model who promotes high standards of ethics, integrity and honesty
- Able to travel extensively 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
- 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