

# JOB DESCRIPTION / MEMBER ENGAGEMENT COORDINATOR, HEAT

## Academic Strategy, Planning and Performance: HEAT

The University of Kent is a leading UK institution with an excellent reputation for outstanding teaching, strong research and international links. There are many new initiatives underway to build on existing strengths, such as Signature Research Themes, the Institute for Cultural and Creative Industries and the Kent and Medway Medical School.

The University is continuing to look to the future whilst responding to sector-wide challenges. Kent has set out a vision and strategy that builds upon strong foundations in education, student experience and research, embracing flexibility and growth to ensure a sustainable future for our community, and to enable the University to further its position and navigate these challenges successfully.

As part of this, we're reshaping our operating model to ensure our directorates and academic divisions are effective, efficient and focused sharply on delivering the University's ambition to be a leading civic university; delivering an outstanding student experience, outcomes, and world-leading research.

### Reference:

CSF-661-23

### Salary:

Grade 5

### Contract:

Fixed term to 31/07/2025

Full time or Part time

### Location:

Canterbury campus or remote working

### Responsible to:

Senior Member Consultant

### Responsible for:

Co-ordinating member engagement and supporting effective communications

### Job family:

Administration, Professional & Managerial

The University of Kent hosts the Higher Education Access Tracker Service (HEAT), which provides a member-based service supporting the targeting, monitoring and evaluation of activities delivered by more than 100 providers of higher education (HE) across the country. For further information, visit our website [www.heat.ac.uk](http://www.heat.ac.uk).

## Job purpose

To co-ordinate member engagement activity for the HEAT Service. The role will work closely with our Member Consultants: co-ordinating member engagement activities including communication campaigns and webinars. The role will also help us to meet our aim of assisting smaller organisations in joining the Service.

The role will involve delivering a communications campaign, and monitoring the impact of communications activity on member engagement. We are a Service with a wide range of member needs and the post holder will be able to adapt and flex their approach for a wide audience.

The postholder may be required to travel to visit member organisations from time to time.

## Key accountabilities

The following are the main accountabilities for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

1. Co-ordinate and deliver communication campaigns to maximise member engagement, this will include a review of existing approach(s) to identify opportunities for improvement.
2. Ongoing development of a range of content for our website and other member resources.
3. Convene and deliver meetings with prospective and new member organisations to provide information, advice, guidance and resources.
4. Prepare and deliver standard and bespoke training sessions to member organisations on HEAT database functionality and wider strategic service.
5. Provide administration for the Member Application Panel including the preparation and circulation of documentation for panel meetings and act as Chair when required. Provide updates on panel business as required.
6. Maintain records on membership engagement to a high standard for use in member engagement analysis.
7. Support Member Consultants with ad hoc tasks related to member engagement.
8. Provide cover to the HEAT Helpdesk to ensure optimum customer support.

## Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

1. Applying knowledge and understanding of established procedures and practices, analysing and using their judgement to identify the best solution to a range of different problems and issues.
2. Maintaining accuracy and ensuring excellent attention to detail when processing information. Able to spot discrepancies and resolve them where possible, knowing when to refer/escalate to the Senior Member Consultant.
3. Able to work on own initiative, planning and managing own workload on a day-to-day basis under minimal supervision. Responding to conflicting demands and being able to deal flexibly to changing priorities.
4. Being solutions focussed with a can-do approach to communicate effectively across a varying membership and user needs.
5. It is an expectation that the role holder will work collaboratively with the teams that make up the HEAT Service. This will require managing multiple requests for information or dealing with several customers politely and professionally.
6. Dealing with personal data and will need to adhere to strict confidentiality and data protection policies

## Facts & figures

The Higher Education Access Track (HEAT) service supports more than 100 universities and other providers of higher education (HE) outreach activities. Over a thousand users and WP practitioners benefit from a shared online system and Service outputs, including research evidence. The Service helps members with the targeting, monitoring and evaluation of outreach work and is funded through members' annual subscription. The Service is operated on an equal pay, equal say business model where the member collective co-own the Service. The Service works closely with the Office for Students to align its

activities with the reporting needs and demands of the regulator. There is also collaboration with data custodians such as HESA and the Department for Education. HEAT is governed entirely by its membership but hosted at the University of Kent.

The Member Engagement Coordinator will provide support services to existing and prospective members of the HEAT Service, focusing on those looking to join under the new strands of membership aimed at smaller outreach providers.

### **Internal & external relationships**

**Internal:** Staff at all levels within the HEAT Service - the post holder will be required to work closely with the Senior Member Consultant

**External:** Representatives and technical staff from higher education institutions and other third sector organisations.

### **Health, safety & wellbeing considerations**

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Repetitive limb movements
- Regular use of Screen Display Equipment

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

You'll be able to demonstrate the following skills, experience, abilities and personal interests:

Essential	Assessed via
• GCSE in English & Maths (Grade C/4 or above) or equivalent	A
• Educated to A level or equivalent	A
• Experience of project work	A, I
• Diplomatic communicator who can build and maintain good working relationships with individuals and stakeholders at all levels of seniority	I
• Excellent interpersonal, verbal and written communication skills with the ability to translate information to a varied audience	I, T
• Knowledge of business communications and using websites to reach an audience	I
• Ability to deliver high-quality training to individuals and groups	A, I, T
• Experience of working in a customer service environment and providing excellent customer service	A, I
• Evidence of the ability to convey complex information which needs careful explanation or interpretation to help others understand	A, I
• Good organisational skills and meticulous attention to detail	I, T
• Ability to prioritise effectively and use own initiative	I
• Ability to work effectively under direction and collaboratively as part of a team	I
• Willingness to undertake occasional travel to visit member organisations	I
• Understanding of and familiarity with GDPR legislation and its requirements	I
• Excellent IT skills, particularly MS Office packages and experience of using databases and spreadsheets	I
• Commitment to deliver and promote equality, diversity and inclusivity in the day-to-day work of the role	I
Desirable	Assessed via
• BA/BSc in a relevant subject (e.g. Social Science, Business, Communications or Marketing) or equivalent; or experience working in a similar role	A, I
• Analytical approach to problem solving issues	I
• Experience of working in and understanding of HE sector, including knowledge and empathy with the issues surrounding widening participation and inclusiveness in HE	A, I
• Experience of HTML and/or Wordpress to assist with content management of web pages, and email communications	A, I
• Ability to make short videos, with knowledge of media used to provide new information	I

\* A - Application; I - Interview; T - Test/presentation at interview stage