

CANDIDATE PACK

Senior Manager, Student Engagement, Enterprise and Insights

Business Engagement and
Graduate Futures

UNIVERSITY OF
WESTMINSTER 



OUR UNIVERSITY

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust - compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.



OUR PRIORITIES

The University's 2022-2029 strategy, *Being Westminster*, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.



OUR OBJECTIVES 2022-2029

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.



A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.



OUR STRUCTURE

ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

College of Creative Arts and Technologies

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement and Graduate Futures Directorate
- Estates
- Finance and Commercial Activities
- Global Recruitment, Admissions, Marketing and Communications
- Information Systems and Support
- People, Culture and Wellbeing
- Strategy, Planning and Performance
- Student and Academic Services
- Research and Knowledge Exchange Office
- Graduate School
- Learning Innovation and Digital Engagement



JOB DESCRIPTION

Job Title: Senior Manager, Student Engagement, Enterprise and Insights

Reports to: Head of Careers and Graduate Success

Department: Business Engagement and Graduate Futures

Grade: NG8

ROLE PURPOSE

The Senior Manager, Student Engagement, Enterprise and Insights will play a significant and strategic role in the delivery of the University's Employability strategy. The postholder will lead colleagues to contribute to the enhancement of graduate employability and provide leadership and operational management for the delivery and ongoing development of the University's sector-leading student enterprise programmes and student communications and engagement activities, as part of the Business Engagement and Graduate Futures Directorate.

The postholder will support the Head of Careers and Graduate Success by contributing to the achievement of the University's strategic ambition for Employability for All, by working collaboratively with Professional Services and Academic colleagues to implement the University's Employability Strategy. This will entail the development, planning, implementation, monitoring and reporting of the University's award-winning student enterprise programmes and leading the development and implementation of a new communications and engagement plan, to increase student participation in careers and enterprise activities.

The postholder is a senior colleague in the Business Engagement and Graduate Futures Directorate and will work alongside other senior colleagues in the Directorate to lead and embed a culture of collaborative working to achieve shared objectives for the benefit of our students, alumni and external stakeholders. The postholder will represent the Directorate on relevant Committees and working groups and will represent the University externally in relevant sector networks to ensure the University's careers and enterprise offer remains sector-leading.

PRINCIPAL ACCOUNTABILITIES

1. Provide operational leadership and management to support successful implementation, including team and resource management, programme planning, establishing clear plans, processes and targets with a framework for continuous service improvement and supported by evidence-based analysis. Lead and manage the team. Recruit and induct colleagues. Set appropriate objectives for colleagues through the annual PDR process and support colleagues to engage in relevant training and development.
2. Lead the development of the University's approach to student enterprise, delivering curricular and extra-curricular programmes that equip students with the



skills to succeed as freelancers or business founders. Work closely with Academic Engagement colleagues to embed enterprise provision at key points in the student journey, ensuring alignment with academic planning and strategic priorities. Build and maintain relationships with senior Professional Service and academic colleagues and external to support the successful development, delivery and evaluation of engagement, enterprise and insights activities. Contribute to annual School planning as the enterprise lead, offering expert insights to maximise impact on student success and Graduate Outcomes. Oversee the creation of new enterprise learning opportunities and professional experiences, including those enabled by Zone29, the University's centre for careers and enterprise success. Ensure that activities reflect the University's values and commitments, and ensure resources are prioritised to reflect agreed plans and priorities.

3. Lead and oversee the development and implementation of a new student communications and engagement plan, to increase student participation in careers and enterprise activities. Champion a collaborative and coordinated approach to student engagement and communications, responding directly to student need and informed by Careers Registration data. Liaise with senior colleagues in the Directorate to understand the communication needs of the careers and enterprise initiatives and support the team to translate these into a plan that meets the University's objectives for Employability. Ensure appropriate metrics are set for communications and engagement.
4. Lead the development and implementation of a consistent, data-driven approach to monitoring and evaluating cross-institutional careers and enterprise initiatives, evidencing impact on student employability, the Access and Participation Plan, and Graduate Outcomes. Collaborate with Strategic Planning and Performance (SPP) to optimise use of University systems and act as the key contact for careers and enterprise data. Ensure the team applies this approach to guide objectives, using data and other insights (including Careers Registration data) to shape provision and engagement. Oversee systems to track student participation and respond to data requests to inform service delivery.
5. Lead the development and management of digital systems and technologies to support the successful delivery of the University's careers and enterprise activities. Ensure that systems and technologies are shared by colleagues to create financial efficiencies, increase impact and support colleague wellbeing. Ensure systems reflect needs across the Directorate.
6. Work closely with the Head of Careers and Graduate Success to provide reports, analysis, and recommendations on student enterprise and engagement to internal and external stakeholders, including academic colleagues, University committees, and the Employability Task Force.



7. Provide expert advice to and liaise with the Development and Fundraising team for fundraising purposes to develop a long-term plan for continued donor funding for student enterprise and engagement activities.
8. Play a key role in the Business Engagement and Graduate Futures Directorate's senior management team, leading cross-Directorate projects, providing expertise, supporting collaborative working across the Directorate and supporting planning for activities at Zone29. Deal with complaints relating to engagement, enterprise and insights, in line with the University Complaints Procedure, acting as an investigator as required by the procedure and in collaboration with the Academic Registrar's Department.
9. Represent the Directorate on appropriate committees and forums as directed by the Head of Careers & Graduate Success. Represent the University on appropriate external forums, identifying sector best practice and ensuring that the University's provision is strengthened by regular benchmarking, external engagement and innovative approaches to service delivery. Identify and support the submission of Award nominations for the Directorate's work, as appropriate.
10. Undertake any other duties within their competence, as allocated by the Head of Careers and Graduate Success, as appropriate.

CONTEXT

The Senior Manager, Student Engagement, Enterprise and Insights leads student enterprise, student engagement, communications and insights (data & systems) and works in the careers and enterprise team in the University of Westminster's Business Engagement and Graduate Futures Directorate.

About the Business Engagement and Graduate Futures Directorate

The Business Engagement and Graduate Futures Directorate leads on the University's employability, alumni and business engagement strategy and operations. The Directorate is responsible for the launch and successful operation of Zone29, a centre for enterprise and career success which will transform student outcomes and external engagement.

Our strategy

Colleagues in the Business Engagement and Graduate Futures Directorate work closely with academic and professional service colleagues to deliver relevant parts of the University's Being Westminster strategy as well as the University's Business Engagement Strategy, Employability Strategy, Research and Knowledge Exchange Strategy and Apprenticeships Strategy. The Directorate makes an important contribution to improving the University's Graduate Outcomes performance, a national survey which monitors the career destinations of UK higher education leavers. Our work also supports the delivery of the University's Access and Participation Plan (APP), ensuring Home students from disadvantaged backgrounds have equal opportunities to access, succeed in and progress from higher education. In addition, the Directorate's delivery of careers and enterprise activities in the curriculum contributes to the



Teaching Excellence Framework, which measures the University's quality of teaching. Activities within the Directorate include short courses, apprenticeships, careers and enterprise support, alumni relations, employer engagement and management of the Zone29 building.

About the Careers and Enterprise team

The Senior Manager, Student Engagement, Enterprise and Insights role is part of the Careers and Enterprise team which has a core objective of supporting student employability for lifelong careers success. The remit covers careers and enterprise support for students from the start of their journey at Westminster to 3 years after graduation. Employability is a key priority for the University and is one of the four core pillars of our Being Westminster Strategy. The team provides key support to students and colleagues, including careers advice and guidance, events and workshops, placement support, work based and professional learning, enterprise services and support for those who wish to pursue a freelance career. The team provides services, tools and resources to underpin teaching, learning and research.

DIMENSIONS

Line Management and Budgetary Responsibility:

The Senior Manager, Student Engagement, Enterprise and Insights will have line management responsibility for 4 full-time colleagues and wider responsibility for a larger number of full-time colleagues, student interns and freelancers.

This post holds budgetary responsibility.

KEY RELATIONSHIPS

- Senior academic colleagues, including Associate Heads of College External Relations and Employability Directors
- Strategic Planning and Performance
- Colleagues across the Business Engagement and Graduate Futures Directorate
- Peers in other universities and sector networks including EEUK
- External partners supporting enterprise, student engagement and data insights



PERSON SPECIFICATION

QUALIFICATIONS

Essential

- Educated to Degree Level or with equivalent practical experience
- Professional Qualification in one of the areas managed or equivalent practical experience

Desirable

- Engagement with a relevant professional body eg EEUk, NCUB

TRAINING AND EXPERIENCE

Essential

- Demonstrable experience of planning and developing enterprise and entrepreneurship programmes and/or objectives and formulating operational plans for implementation.
- Experience of working at a senior level in an organisation focussed on enterprise and business development, leading and managing service delivery and professional or technical teams
- Experience of building and maintaining effective relationships with senior leaders/managers to inform strategy and make operational improvements and achieve organisational objectives
- Experience of successful fundraising, business development and financial and budget management.
- Proven ability to generate robust engagement proposals to maximise efficient service delivery and carry through to completion.
- Experience of conducting research and analysing and interpreting financial information, in particular understanding the impact of data returns.
- Experience of project management and understanding good practice to develop, track and deliver a number of projects simultaneously.
- Understanding and knowledge of HE, curriculum and careers, graduate labour market trends and graduate opportunities.
- Proven written and oral communication skills and experience of report writing.
- Demonstrable knowledge and understanding of relevant industry and business regulation and legislation.

Desirable

- Experience as a manager/team leader, facilitating the development of both individuals and teams.
- Experience of working in an accelerator, start-up incubator or an enterprise education context
- Experience of working in a start-up or running own business
- Experience of change management



APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

Essential

- Good consultancy skills and an ability to build close and effective links with both academics and employers. Negotiation and persuasion skills are also important
- Experience of and willingness to learn, and become conversant with, technology-based careers guidance systems
- Proficient IT skills to provide reports and on-line careers education, information and guidance to all stakeholders.
- Ability to source, analyse, evaluate and communicate information relevant to the task, customised to a range of audiences
- Proven ability to lead and work as part of a team and to prioritise and manage personal workloads
- Ability to establish good working relationships with colleagues and students and external bodies
- Ability to work under pressure to tight deadlines with multiple projects and initiatives
- The confidence to exercise independent professional judgement when making decisions, having looked at a range of possible solutions.
- Fully committed to creating a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.



HOW TO APPLY

To apply for this vacancy, please visit our [vacancies page](#) where you will be able to register as a candidate and complete your online application.

You will be requested to upload a CV which will be used to populate relevant sections of your application. You will also be requested to complete a concise statement in support (ideally no longer than 1000 words), addressing the criteria in the Person Specification and your motivation for applying.

The deadline for receipt of applications is 11.59pm on 12 April 2026.

Interviews will take place on 28 April 2026.

An appointment will be made subject to proof of eligibility to work in the UK and satisfactory references being obtained.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders.

We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

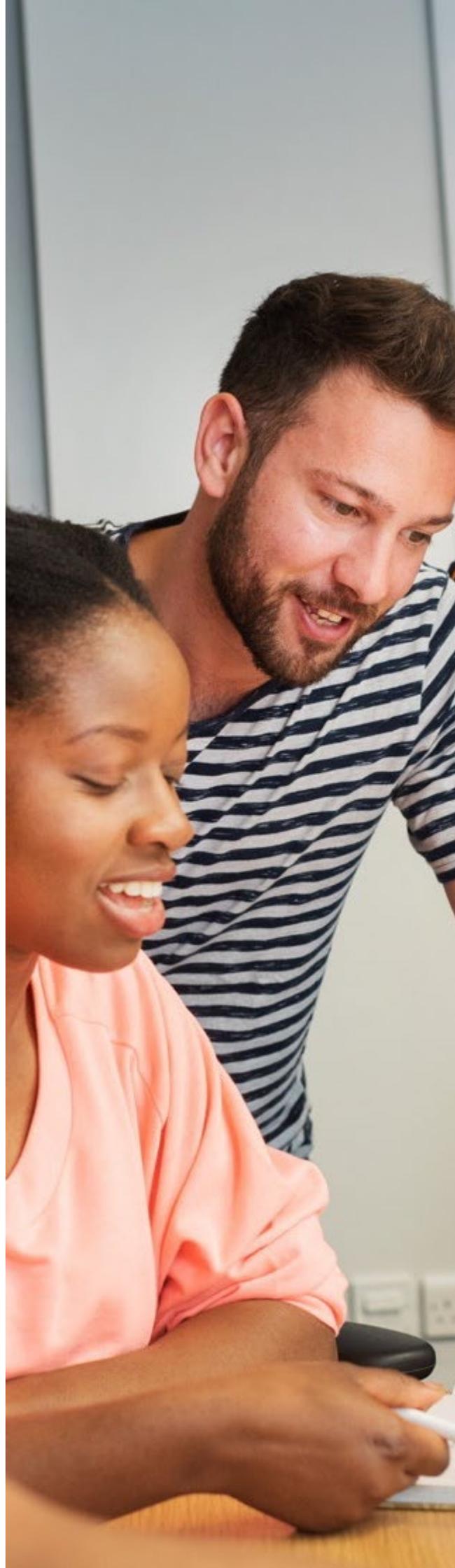
The University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage.



OUR BENEFITS

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+ colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status.

- 35 days annual leave per year, plus bank/national holidays and University of Westminster closure days (pro-rata for part-time staff).
- A generous occupational pension scheme.
- Annual incremental progression and/or cost of living reviews.
- Generous maternity, paternity and adoption leave.
- Flexible working and smart working.
- Learning and development opportunities.
- Free membership rates for a wide range of sporting facilities, including gyms at Regent Street and Harrow campuses, as well as the Chiswick Sports Ground.
- Employee assistance programme.
- The opportunity to participate in other attractive employee benefit schemes such as Cycle to Work, Eye Care Vouchers, Season Ticket Loans, and Give As You Earn.





[westminster.ac.uk](https://www.westminster.ac.uk)

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