

Role Profile

Role title:	Associate Director Student Influence
Salary:	£42,689 - £55,770
Full/Part Time:	Full-Time
Contract term:	Permanent
Accountable for:	Head of Policy Head of Student Campaigns Senior Officer Development Coordinator
Hours:	35 Hours per Week
Location:	Hybrid: Usually located at the main Students' Union Building (3 days a week) with an option to work some hours remotely
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK
Benefits:	We offer a great range of benefits. You can see them here .

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 47,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values.

Our values are

- We put students at the heart of what we do
- We provide a 'great experience' service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

- The Associate Director will ensure the people, strategy and operations of UMSU are able to hold and make the most of the tensions that arise from our unique context. They will lead the development, and drive the performance and impact of, UMSU's influence (changemaking) activity. They will ensure students are represented and supported to become powerful actors (individually and collectively) to lead beneficial change across the Manchester academic and wider student experience. They will provide focus on and develop a coherent vision for how UMSU's change making apparatus will create tangible change for students.
- Our context provides a unique and exciting challenge. We are led by a changing political leadership (Exec officer team) every year. We work on a broad range of issues, from housing to transport, from nighttime safety to academic assessment practices, from harm reduction approaches to drugs to decolonising education. We have varying levels of relationship and influence across the university, city and nationally. We are not a single-issue changemaking organisation. We are comfortable with a variety of change making approaches (sometimes multiple approaches deployed at the same time). Our members are diverse and have diverse needs. Our elected leadership have different priorities and different beliefs about which methods create effective change every year. In this context, the student influence team will find ways to create coherence between the things that students care about, the mandates of elected officials, the timings of decisions and discourse in the university/city/nationally and deploying different methods of achieving change. They do this in a way that serves the long-term interests of students and makes the most of short-term opportunities. To deliver this role well, all of UMSU's values are important. The ones that most closely align are; putting students at the heart of what we do by supporting them to have a better academic and student experience; and; we are inclusive, because empowering students who have a diverse range of perspectives, not enforcing a "right way" of doing change making, whilst also bringing all your professional skills and expertise to the table is a rewarding balancing act.

Key Result Areas

Responsible for	Contributor to
Develop a set of measures to: - track how UMSU's power and influence is growing and shifting - evaluate different change making efforts in terms of impact; effectiveness, impact on student lives, educational value for students,	To promote, support and champion the leadership of UMSU Exec Officers, providing mentoring and informal support and advice as required to facilitate their effective leadership and influence.

relationships and influence building, adding to a body of evidence, useful learning in change making practice Embed these within the organisational insight approach, and use the output to inform the approaches of the team.	
To promote and develop UMSU's influence as credible, student-led and evidence-informed. Ensure this influence approach flexes to the interests of elected Exec Officers, without losing the value in longer term strategies. Create alignment between policy and lobbying approaches and organised student representatives and leaders. Once an external perceptions tracker for UMSU is developed, increasing the percentage of university, civic and regional stakeholders who agree that UMSU acts in the interests of the breadth of its membership and the influencing agenda is clear.	Providing professional guidance to the Policy Manager to communicate sector policy impacting UMSU and students. Ensuring the organisation is aware of and responsive to future developments, and engaging in consultation and campaigning activities to influence policy on behalf of members.
Develop strategies and plans to grow UMSU's influence in policy, planning and service delivery across the University, Manchester City Council, Greater Manchester Combined Authority, sector bodies such as OFS, Advance HE, AHUA, Russell Group Students' Unions and others. This includes strategic oversight and some delivery across: - organising around local/general elections - student-led, evidence-informed responses to policy and planning consultations - leveraging the electoral power of students in Greater Manchester in partnership with Greater Manchester Students' Assembly - engagement with legislation affecting the union and/or students across Westminster This includes sign off and quality control on sector level responses, involvement and steer on the development of policy positions, and supporting effective prioritisation and de-prioritisation of messaging across different bodies to enhance lobbying efforts.	Guiding the Movement Development Manager to create a powerful, growing ecosystem of students doing changemaking work. Increasing the depth and breadth of student participation in changemaking year on year.
To cultivate, develop and maintain effective relationships and partnerships with - local policy makers and service providers e.g. constituency MPs, local government officials, health services, civic organisations across Manchester and others - HE and SU sector bodies e.g. National Union of Students, Russell Group Students' Unions,	

regional and partner Students' Unions, WonkHE and others - Specific university departments e.g. Unit M, Creative Manchester, Policy at Manchester This must be done in a way that empowers and ensures primacy of the Executive Officer team as the elected representatives of students.	
Rebuild trust in UMSU democratic processes by overseeing the development and improvement of that work. This includes developing and implementing effective risk mitigating strategies.	
To be the staff lead for the effective consideration and resolution of complaints, issues and conflicts arising in relation to UMSU's democratic systems and processes, including acting as Deputy Returning Officer for union elections under the delegated authority of the Director of Student Influence.	
Develop UMSU's approach to political education, reducing polarisation and creating bridging social capital and disagreeing well in the context of change making. UCLs Impartial Chairs programme is one useful model https://studentsunionucl.org/impartial-chairs amongst others from the UK and US.	

Organisational Stewardship & Leadership Responsibilities

- You'll guide the work of the team, leading on the annual operating plan process to support the achievement of strategic aims, holding teams accountable for delivery of these plans
- You'll contribute to the development and delivery of risk mitigating strategies as they relate to departments area of work
- You'll plan, deliver, and engage teams in key students' union events throughout the year such as welcome week and elections and to work closely with officers to ensure that their annual plans are embedded in departmental activity
- You'll lead teams acting as an exemplar of the Union behaviours ensuring all staff are given appropriate support in line with the Union management framework and teams are consistently held accountable for delivering against expected performance standards (both role performance and behaviours)
- You'll be accountable for the financial performance of area of responsibility taking prompt action where financial targets are at risk. Provide financial updates to the finance team and lead own teams on forecasting & budgeting exercises in line with the organisational framework
- You'll own the departmental resourcing plans (people, equipment etc.) in line with the agreed Union framework ensuring that changes to resource requirements are submitted as part of the budget and forecasting rounds with supporting business cases
- You'll own the policy as it relates to departmental activity, have expert knowledge of the Union policy and procedure framework, and ensure that all teams activities are conducted in line with this framework
- You'll proactively contribute to maintaining the communal spaces and ensuring whole team share responsibility for managing team stores and keeping areas clean and tidy

Person Specification

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Education				
We accept candidates from any educational background.				
Skills				
Changemaking - Demonstrable evidence of policy development, political influence or similar representation/advocacy work requiring effective reputation management, planning and activity/campaign delivery to secure change for a beneficiary group	x	x		
Team management - Leadership and management of a high performing, values-led team	x	x		
Organisational management - Strategic and operational planning and performance monitoring. Resource management, including creation and management of multi-year budgets	x			
Developing and implementing strategies - developing and delivering plans designed to advance the work of an organisation in new and creative ways		x		
Building and leveraging relationships - Critical stakeholder relationship curation and management to maintain effective access to and highly regarded influence with internal and external stakeholders and policy-makers	x		x	
Communication - Highly developed communication and influence skills, including the ability to nuance communications effectively for different settings and contexts				x
Experience/Knowledge				
Competence to operate at senior level - Experience which demonstrates competence to operate a senior-leader level in a values-led organisation,	x			

particularly working across team boundaries and at the edges of what is realistically possible and developmentally interesting for the team/organisation				
Building responsive to needs services and products - Experience working with and for a diverse membership or beneficiary group and developing service offerings that responded to diverse needs.	x	x		
Embedding a project management approach in a dynamic context – Experience of instilling an operational planning and delivery approach where both planned and emergent activities are delivered to a high standard and accountabilities are clear amongst the team	x	x		
People management - Demonstrable experienced of people management, with evidence of driving performance, creating an empowering autonomous culture, exercising accountability and supporting diverse employee needs e.g. reasonable adjustments, parental leave	x	x		
Applying regulations in context – experience of applying laws and regulations affecting political activity, changemaking and influencing as a charity			x	
Personal Attributes				
Self-awareness - A clear understanding of own leadership style, preferences and developmental edges to do this job well		x		
Service approach - creating conditions for others to shine, and ability to influence without being the visible leader				x
Political diplomacy and sensitivity		x	x	
Critically reflective practice – in the moment and ability to repair from mistakes		x		
Values & Behaviours				
Align with the SU's values and behaviours both personally and professionally				x

Insight driven - Data analysis, and effective use of evidence to inform proposals/arguments for change		x		
Collaborative – great at working collaboratively within and across team boundaries, practices peer-to-peer accountability, seeks ways to ensure all voices are heard, works with colleagues to problem solve		x		
Active Bystander – continually seeks to dismantle barriers, ensures all working practises are accessible, seeks to ensure all voices are heard and factored in when making decisions			x	

Our Recruitment Process

The way that we recruit is designed to be fair, transparent, and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

You can find more information about our recruitment process on [our website](#).