



**University of
East London**

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JOB DESCRIPTION

Job Title:	Head of User Experience and Engagement
Service:	Library, Archives and Learning Services
Campuses:	Docklands and Stratford
Grade:	H
Responsible to:	Director of Library, Archives and Learning Services
Responsible for:	Docklands and Stratford Library Managers and through them other library services staff.
Liaison with:	Head of Content and Digital Environments, Deans, academic staff and students, colleagues in other Professional Services, colleagues in partner and collaborating institutions and other outside organisations, including professional bodies.

JOB PURPOSE:

The Head of User Experience and Engagement will assist the Director of LALS in providing high-quality, user focused library, archives and learning services to our diverse learning and research communities, both on and off campus. As a member of the Library, Archives, and Learning Services management team the post holder will play a key role in the strategic planning and development of the whole service in accordance with the university's equality and diversity policies.

The Head of User Experience and Engagement will take responsibility for the policy development and operational effectiveness of all library and archives services, including two large, modern campus libraries, and focus on enhancing customer engagement with services using a range of user experience tools and techniques. The Head of User Experience and Engagement will be an innovative practitioner and will represent LLS at University wide and external meetings where appropriate. The postholder will also work collaboratively with other professional services at University of East London (UEL) and with external organisations for the benefit of UEL staff and students.

MAIN DUTIES AND RESPONSIBILITIES:

- To assist the Director in achieving institutional and service-based strategic objectives, as set out in the UEL Vision 2028 and in the LLS strategic priorities, and deputising for the Director as required, representing Library, Archives and Learning Services on designated university and external committees.

- To provide strategic leadership in delivery of consistently high standards of customer-focused services, in line with the Customer Services Excellence (CSE) framework, for our diverse population of users.
- To contribute to strategic planning, management and development of Library, Archives, and Learning Services; to contribute to financial planning to achieve an appropriate balance between resources deployed on physical collections, electronic resources, systems, space and staff.
- To undertake ongoing and project-based activities to collect and collate information on the student experience and student feedback, developing methodologies and designing a variety of appropriate qualitative and quantitative data gathering techniques, reporting back on these and forming recommendations for the Senior Management Team.
- To line manage the Docklands and Stratford Campus Library Managers and to lead, manage and motivate all the staff within these teams. To oversee recruitment and selection, probation and performance management for library and archives staff.
- To lead on staff development for LLS, identifying priorities, and organising and delivering training for LLS staff regularly and UEL wide staff when required.
- To develop and maintain close links with other student support services, (including Student and Academic Services, Centre for Student Success, IT Services, Facilities and Estates), and with the Students' Union, and to work collaboratively with colleagues to deliver an outstanding student experience at UEL identifying underlying issues and managing actions to improve outcomes.
- With the Head of Content and Digital Environments, manage the customer focus and stakeholder relationships, ensuring good liaison with academic Schools, external partners and professional colleagues. This includes maintenance of appropriate service standards, benchmarking with other libraries and institutions, using suitable feedback mechanisms, reporting on service developments and ensuring this informs service planning and resource allocation.
- To manage local and national library access schemes and develop relationships with UEL's partners and the local communities to support life-long learning and widening access to HE.
- With other LALS SMT members, develop and implement ways to measure return on investment and impact on student progression and outcomes.
- Take overall responsibility for student well-being and services for students with disabilities.
- Take overall responsibility of LALS's learning spaces including using pedagogy to change and redevelop spaces in line with health and safety guidelines, working with LALS colleagues and other UEL staff to maintain policies, report incidents and other relevant duties.
- To promote good communications within UEL and beyond, improving the profile of the service and leading our marketing, publicity and promotion activities.
- To actively seek opportunities for project and research funding from within our university and external sources, developing appropriate partnerships and preparing the necessary bids where appropriate.
- To build, support and develop regional and national links with other libraries and institutions for the benefit of UEL and the wider HE community.
- To undertake such other duties and responsibilities as may reasonably be required within the level of the post.

Local requirements:

- Although based at a particular campus, the post holder will be required to work at any of our libraries as necessary with some opportunities for home working subject to local requirements.
- A flexible approach to work is required.
- The post holder will be asked to work scheduled evenings and Saturdays on a rota basis.

PERSON SPECIFICATION**EDUCATIONAL QUALIFICATIONS AND ACHIEVEMENTS:
Essential Criteria;**

- Degree (A/C)

Desirable Criteria;

- Professional library or information qualification (A/C)
- Postgraduate qualification or equivalent (A/C)

**KNOWLEDGE AND EXPERIENCE:
Essential Criteria;**

- Demonstrable experience of senior library management which includes strategic planning, change management, policy development and delivery of key objectives (A)
- A strong track record of commitment to equality and diversity in a diverse and multicultural environment (A/I)
- Demonstrable experience of delivering traditional and digital library customer services (A)
- Demonstrable experience of resource management, including quality and risk management (I)
- Demonstrable experience of delivering innovative support for users (I)
- Demonstrable experience of people management and staff development (A)
- Good IT skills (e.g., MSOffice, VLE, library management system, social media)

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COMMUNICATION:
Essential Criteria;

- Ability to summarise and interpret complex, conceptual and specialist matters using a range of styles and media selected to meet the needs of a diverse audience (A)

TEAMWORK & MOTIVATION;
Essential Criteria;

- Experience of being an overall team leader for one or several sections, setting the goals, and directing to effectively meet team objectives (I)

PLANNING & ORGANISING:
Essential Criteria;

- Experience of being responsible for the operational planning and organisation of large projects or the coordination of a number of teams or projects (A)
- Experience of setting performance standards and monitoring procedures (I)
- Experience of providing input to longer term strategic planning (I)

INITIATIVE & PROBLEM SOLVING:
Essential Criteria;

- Experience of anticipating problems and identifying solutions that bring wider and longer-term benefits for the organisation and potential external partners (I)

SERVICE DELIVERY:**Essential Criteria;**

- Experience of setting high standards and determining the quality of service to be provided to achieve strategic goals including experience of partnership working (I)

DECISION MAKING:**Essential Criteria;**

- Experience of providing advice or information that will influence the decisions of others (I)
- Experience of identifying and introducing solutions that may have a positive long-term impact on an initiative or project (I)

Criteria tested by Key:

A = Application form

C = Certification

I = Interview

T = Test