Job Description

Job title	Employability Activities Officer
School / department	Student Services
Grade	5
Line manager	Employer Engagement and Partnerships Manager
Responsible for (direct reports)	N/A
Date of creation or review	26/08/2025

Main purpose of the job

The Employability Activities Officer will play a key role in enhancing the employability of UWL students by leading operational logistics for careers fairs, APP projects, elements of the Graduate Internship Programme and delivering a cohesive communication strategy.

The post holder will work collaboratively with internal and external stakeholders to ensure the delivery of high-quality events in line with the university's strategic priorities such as Graduate Outcomes and the Student Careers and Employability Strategy.

Key areas of responsibility

Event management
- Plan, organise, and deliver a range of on-campus Careers Fairs, acting as a co-lead focusing on logistics with a different co-lead for each fair who acts as employer lead.
- Develop detailed event plans, timelines, and budgets, ensuring efficient project management from concept to completion. Conduct full risk assessments and ensure compliance with university and legal health and safety standards for all events.
- Collaborate effectively with Employer leads to invite employers and external partners, secure sponsorship and drive post-event applications and impact.
- Support the wider team in sourcing and securing employer participation and sponsorship for events.
- Monitor and evaluate event attendance and feedback, producing summary reports with key insights and recommendations for continuous improvement.

Projects Support
- Support the Graduate Operations Manager with Graduate Internship Programme logistics during the promotion and recruitment phases
- Coordinate and deliver the Graduate Internship Programme development sessions

Communication and marketing

- Lead on a communication and messages strategy which drives engagement and delivers sets of understandings to specific groups (eg; first year students feeling knowing how to get part-time jobs by the end of their first semester, final year students knowing when graduate schemes open and close)
- Work in collaboration of with Student Services Coordinators to promote employability events effectively using a range of digital tools and communication platforms including, email campaigns, social media, posters, and targeted outreach.
- Liaise with the university marketing and communications teams to ensure a cohesive branding and promotion strategy.
- Monitor and report on the effectiveness of marketing strategies using analytics and feedback.

General Support & Collaborative Working

- Support logistical and administrative aspects of events including room bookings, catering, AV set up, and Health and Safety, Risk Assessment documentation.
- Assist with wider departmental activities, campaigns, and initiatives that support the strategic development of the Student Services
- Contribute to team meetings, planning sessions, and collaborative project work within the department and across the university.

General

- Support the wider university events in promoting the Placement and Employment Services at Open Days, Enrolment, Taster days, Graduations etc.
- At all times to carry out your responsibilities with due regard to the university's Equal Opportunities Policy and Equality and Diversity Policy.
- Be aware of, and comply with, the Data Protection Act and Freedom of Information Act at all times. Adhere to all of the university's procedures and policies.
- To undertake regular training and continuing professional development in order to keep abreast of changes and developments in the fields.
- In addition to the above areas of responsibility the position maybe required to undertake any other reasonable duties relating to the broad scope of the position.

Dimensions / background information

The Student Services Directorate at the University of West London deliver student-centred and outcomes driven employability support aligned with UWL's IMPACT 2028 and Student Careers and Employability strategies. We support students to become career-ready through curriculum embedded employability and professional experiences, high quality IAG (Information, advice and guidance), industry-informed events, and employer-led recruitment programmes. We work in collaboration across three core strands Careers, Placements and Employer & Partnership Engagement, alongside operational support and graduate operations to drive positive graduate outcomes, measurable employability linked learning gain enhance social mobility, build outcome focused external partnerships and ensure students develop the skills, confidence and connections to succeed in an evolving global job market.

Aims
1. To progress students through the stages of career thinking through academic curriculum and extra-curricular activity.
2. Support students to gain professional and developmental experiences both within and outside the curriculum which ladder towards graduate employment, self-employment and/or further study.
3. To work in measurable, outcomes focused partnerships with employers and partners
4. Positively influence key institutional metrics and priorities; including Graduate Outcomes, educational gain and skill development, APP and NSS.

Person Specification

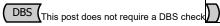|	Criteria	Essential or Desirable[1]	Demonstrated[2]		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies	Example Criteria	Essential	x	x	
	Educated to degree level, or equivalent significant relevant event coordination or higher education experience.	Essential	X		
	Events or project management qualifications or certification	Desirable	X		
Knowledge and experience	Proven experience of coordinating events or similar large-scale student or stakeholder-facing activities.	Essential	X		
	Understanding of the role of employability within higher education.	Essential	X		
	Establishing and maintaining professional working relationships with external and internal stakeholders	Essential	X		
	Identify priorities on a frequent basis and work to deadlines	Essential	X		
Specific skills to the job	Excellent organisation and time management skills with the ability to manage multiple priorities.	Essential	X	X	
	Ability to build positive relationships with a range of stakeholders including students, staff, and external partners.	Essential	X	X	
	Confident using digital platforms for communication, event promotion, and virtual delivery	Essential	X	X	
	Identify priorities on a frequent basis and work to deadlines	Essential	X	X	
General skills	Proficient in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint).	Essential	X	X	
	Strong written and verbal communication skills.	Essential	X	X	

Disclosure and Barring Scheme   Is a DBS Check required: DBS (This post does not require a DBS check)

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

[1]**Essential Criteria** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements, to determine which applicants to shortlist.

[2]**Demonstration:** Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.