



STUDENTS' UNION
UNIVERSITY FOR THE CREATIVE ARTS

HEAD OF COMMUNITY & VOICE

CANDIDATE

PACK

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WELCOME TO UCASU

Dear Candidate,

The role of Head of Community & Voice at the University for the Creative Arts Students' Union (UCASU) is an exciting opportunity to take a leading role in shaping how we engage, represent and build community with students across UCA. This is a new, hands-on leadership position, combining strategic responsibility with practical, visible and student-facing delivery across our campuses, with significant opportunity for the successful candidate to shape and develop the role.

As Head of Community & Voice, you will lead and develop our Community & Voice team and work closely with the Chief Executive Officer, Elected Officers and colleagues across the University. As a senior leader within UCASU, you will contribute to organisational decision-making and deputise for the CEO where appropriate. The role offers significant exposure to the leadership and operation of a Students' Union and would particularly suit someone looking to develop their career towards future senior leadership or Chief Executive roles.

UCASU represents a creative and diverse student body across multiple campuses. We are committed to empowering students, amplifying their voices, and enhancing their university experience. Your expertise and dedication will help us continue making a meaningful impact on our members' lives.

We look forward to receiving your application!

Best Wishes,

Kyley Winfield
Chief Executive Officer (CEO)
(He/Him)



A vibrant, warm-toned photograph of two women celebrating at an outdoor festival. The woman on the left is wearing a green patterned dress and has her face partially obscured by a large, soft pink bokeh effect. The woman on the right is wearing a dark patterned dress, large silver earrings, and a blue wristband that says "GLASSHOUSE". She is holding a small pink bag and has her hand raised, with colorful powder (yellow, orange, green) falling around her. The background is a bright, hazy outdoor setting with other people visible in the distance.

#1 ABOUT US

WHAT IS THE UNIVERSITY FOR THE CREATIVE ARTS STUDENTS' UNION?

UCA Students' Union (UCASU) is an independent charity representing and supporting over 4,000 students across UCA's campuses in Epsom, Farnham, Canterbury and Maidstone TV Studios.

Our vision is **a creative community where every student belongs**, guided by our values of **Creativity, Connection** and **Community**.

Everything we do is focused on **supporting students, building community** and **improving life at UCA**.

Our current three-year Strategic Direction was developed in partnership with over 500 students, alongside Union staff and colleagues across the University.

Our strategic direction places students at the heart of our organisation and focuses our work around three strategic priorities:

1. **Representation & Influence**
2. **Skills & Employability**
3. **Wellbeing & Belonging**

OUR COMMUNITY & VOICE ETHOS

Our approach is built around a simple idea: students should not simply receive services from their Students' Union; **they should actively shape their education, campus experience, communities and Union.**

Here's how that looks in practice:

STUDENTS LEAD

Students identify issues, develop solutions, influence decisions and lead change.

STAFF ENABLE

Our role is to support, facilitate, coach and connect, creating the conditions for students to organise, develop and succeed.

COMMUNITIES CREATE BELONGING

Strong communities create friendship, opportunity, confidence, connection and belonging.

REPRESENTATION CREATES CHANGE

Student experiences and insight should lead to meaningful influence and tangible change.

ABOUT THE COMMUNITY & VOICE TEAM

UCASU is developing a new approach that places student voice, academic representation, community and belonging at the centre of our student-facing work.

The Community & Voice team brings together representation, democracy, student leadership, community-building, campaigns and communications, helping us to work with students in a more connected and visible way across our campuses.

The team consists of:

- Head of Community & Voice
- Community Organiser – Farnham
- Community Organiser – Epsom
- Community Organiser – Canterbury
- Marketing & Campaigns Manager

Community Organisers are our primary relationship-builders, working visibly across our campuses to connect students with communities, opportunities and routes to influence. The Marketing & Campaigns Manager amplifies student voice through campaigns, communications and digital engagement.

The Head of Community & Voice provides strategic and operational leadership across this work, ensuring the different parts of the model work effectively together.

A photograph of three young people standing outdoors in front of a modern building with a dark facade and vertical wooden slats. On the left, a young man with blonde hair and glasses wears a black t-shirt and light-colored pants. In the center, a young man with curly hair, a white bandana, and glasses wears a dark blue hoodie and khaki pants, making a peace sign. On the right, a young woman with long red hair and glasses wears a black floral top and a backpack, holding a small object. The text "#2 INTRODUCING THE ROLE" is overlaid in the center.

#2 INTRODUCING THE ROLE

ROLE SPECIFICATION

Job Title: Head of Community & Voice

Salary: £42,000–£45,000

Hours: 35 hours per week

Reports to: Chief Executive Officer

Location: Based across our Epsom and Farnham campuses in Surrey, with regular travel to Canterbury and Maidstone TV Studios

Direct Reports: Community Organisers and Marketing & Campaigns Manager

This is a genuinely multi-campus role, and we're looking for someone who will enjoy travelling between our campuses, being visible within our different student communities and building relationships across UCA.

PURPOSE OF THE ROLE

The Head of Community & Voice provides strategic and operational leadership for UCASU's work on student voice, democracy, academic representation, community and belonging.

Working across UCA's campuses in Epsom, Farnham, Canterbury and Maidstone TV Studios, the postholder will lead the delivery of UCASU's Strategic Direction and Annual Operating Plan, ensuring student voice, community and engagement are embedded across all strategic priorities.

The role combines strategic leadership with visible, student-facing delivery, ensuring that the Union goes to students rather than expecting students to come to the Union.

Through outreach, partnership and community organising, the postholder will empower students to shape their education and wider student experience, supporting students, building community and improving life at UCA.

STRATEGIC LEADERSHIP AND DELIVERY

- Lead the delivery of UCASU's Strategic Direction and Annual Operating Plan.
- Translate strategy into operational plans, measurable outcomes and impactful student-facing activity.
- Ensure student voice, community and engagement are embedded across all strategic priorities.
- Contribute to organisational leadership and cross-Union planning.
- Deputise for the CEO where appropriate.
- Provide strategic advice to the CEO, Officers and Trustees on student experience, engagement and representation.
- Champion UCASU's values of Creativity, Connection and Community in all aspects of work.

STUDENT VOICE, DEMOCRACY AND REPRESENTATION

- Lead and continuously improve UCASU's democratic structures, including elections, representative systems and student leadership pathways.
- Lead the planning and delivery of UCASU elections and democratic processes, acting as Deputy Returning Officer as required.
- Lead the recruitment, induction, training and development of Sabbatical Officers, Course Representatives and other student leaders.
- Ensure effective mechanisms exist for gathering, responding to and acting upon student feedback.
- Strengthen UCASU's role in academic representation and student voice across UCA.
- Develop and embed frameworks, training and resources that enable staff, Officers and student representatives to provide effective information, guidance and signposting to students.

COMMUNITY, BELONGING AND OUTREACH

- Lead UCASU's approach to community-building, belonging and inclusion across all campuses.
- Champion outreach approaches that take the Union to students and increase visibility and accessibility.
- Lead the delivery of student-facing activity, outreach and engagement across UCA's campuses.
- Lead and enable effective student representation within University decision-making at all levels.
- Ensure Community Organisers maintain a visible and accessible presence within student communities.
- Provide strategic leadership for Welcome, Move-In, Graduation and other key student milestones, ensuring these contribute to community-building, belonging and student success.
- Develop inclusive communities that reflect the diversity of UCA students.
- Ensure engagement with smaller or less visible student communities across UCA.
- Provide strategic leadership for the development of UCASU's campus hubs as vibrant student leadership and community spaces, ensuring they support representation, collaboration, creativity and student-led activity, and are integrated with the Union's digital infrastructure and community organising approach.

COMMUNITY ORGANISING AND STUDENT LEADERSHIP

- Enable students to organise, lead and shape their own communities and initiatives.
- Develop and embed student leadership pathways from participation through to representation and legacy.
- Develop and embed approaches that enable students, Officers and representatives to identify issues, organise collectively and influence change.
- Lead, coach and develop Community Organisers and other team members to deliver high-quality community organising, outreach and student voice activity.

SKILLS, EMPLOYABILITY AND STUDENT OPPORTUNITIES

- Lead the development of opportunities that enhance students' skills, employability and future careers.
- Work collaboratively with UCA and external partners to strengthen access to industry connections and professional networks.
- Champion opportunities for students to showcase their work, creativity and achievements.
- Develop peer-to-peer learning, leadership and employability initiatives.

CAMPAIGNS, COMMUNICATIONS AND INSTITUTIONAL INFLUENCE

- Provide strategic oversight of UCASU's campaigns, communications and marketing activity.
- Ensure campaigns and communications amplify student voices and strengthen community.
- Champion student-led and student-generated content across UCASU platforms.
- Build effective relationships with University colleagues and external stakeholders.
- Ensure student voice informs institutional policy, strategy and decision-making.

INSIGHT, IMPACT AND ORGANISATIONAL LEARNING

- Oversee systems for measuring engagement, participation and impact.
- Use insight and data to inform decision-making and organisational learning.
- Develop dashboards and reporting mechanisms that provide oversight of student engagement and organisational health.
- Monitor trends and identify opportunities to improve student outcomes and engagement.
- Contribute to improvements in relevant National Student Survey (NSS) indicators and the wider student experience.

LEADERSHIP AND MANAGEMENT

- Lead, manage and develop the Community Organisers and Marketing & Campaigns Manager.
- Foster a culture of collaboration, creativity and continuous improvement.
- Manage budgets and resources effectively.
- Ensure compliance with relevant policies, procedures and legislation.
- Model behaviours that reflect UCASU's values of Creativity, Connection and Community.



PERSON SPECIFICATION

We are looking for someone who can combine strategic thinking with practical delivery and who genuinely enjoys working with students and travelling between campuses.

You will be comfortable moving between senior-level conversations, team leadership and visible engagement with students, including regularly travelling between our campuses.

ESSENTIAL EXPERIENCE AND KNOWLEDGE

- Experience of leading and managing teams and developing staff.
- Experience of developing and delivering strategies, operational plans or programmes.
- Experience within a Students' Union, higher education or membership organisation.
- Experience of outreach, community development or community-building.
- Experience of representation, democracy or membership-led activity.
- Experience of developing and delivering campaigns.
- Experience of leading elections or democratic processes.
- Experience of partnership working and influencing stakeholders.
- Experience of using insight and data to drive improvement.
- Experience of budget management and financial responsibility.
- Strong project management, planning and organisational skills.
- Understanding of community organising approaches.
- Knowledge of representative and democratic structures.
- Understanding of relevant employment legislation, data protection and organisational policies and procedures.
- Appreciation of creative practice and the needs of creative students.

ESSENTIAL SKILLS AND BEHAVIOURS

- Excellent communication, facilitation and relationship-building skills.
- Demonstrates a positive, solutions-focused and can-do approach.
- Builds collaborative relationships and works effectively across teams.
- Demonstrates professionalism, integrity and sound judgement.
- Respects confidentiality and handles sensitive information appropriately.
- Demonstrates respect for colleagues, students, elected representatives and governance structures.
- Models behaviours that align with UCASU's values of Creativity, Connection and Community.
- Demonstrates commitment to inclusion, accessibility and community-building.
- Ability and willingness to work across multiple campuses, with an enthusiasm for travelling between locations and working visibly within different student communities.
- Resilient, adaptable and comfortable operating within a changing environment.

DESIRABLE

- Experience of communications or marketing oversight.
- Experience of working with elected Officers.
- Experience of working with local, regional or national stakeholders.
- Experience of fundraising, grant management or working with funders.
- Experience of working with senior leaders, trustees or governing bodies.
- Three or more years' experience in a leadership or management role.
- Degree-level qualification or equivalent professional experience.
- Experience of teaching, training or facilitation.
- Experience of supporting entrepreneurship, enterprise or student employability.
- Knowledge of the creative higher education sector.
- Competent user of Microsoft 365 applications, including Outlook, Teams, Word, Excel and PowerPoint.

SUCCESS MEASURES

Success in the role includes:

- Delivery of UCASU's Strategic Direction and Annual Operating Plan.
- Increased student participation and diversity in leadership and representative roles.
- Improved student sense of belonging and connection to UCASU.
- Strong and effective Course Representative systems across all campuses.
- Increased student participation in democratic processes and elections.
- Evidence of student voice influencing institutional decision-making.
- Increased engagement with communities, campaigns and student-led activity.
- Positive contribution to improvements in relevant NSS indicators.
- Clear evidence of UCASU's impact through data, insight and storytelling.
- Strong multi-campus delivery that reflects local identity and need.

WHAT WE OFFER

UCASU is a small organisation where staff have the opportunity to contribute ideas, take ownership and see the direct impact of their work.

Alongside a salary of £42,000–£45,000, we offer:

- **25 days' annual leave, plus bank holidays**
- **Up to 2 weeks' additional paid time off during our winter office closure**
- **An additional day off for your birthday**
- **Enhanced Maternity and Partner Leave**
- **4% employer pension contribution**
- **5 wellbeing days each year**
- **5 professional development days each year**
- **Opportunities for professional development and learning, including attendance at conferences**
- **The opportunity to work closely with senior University leaders, Elected Officers and Trustees, developing experience and skills for future senior leadership roles**



#3 HOW TO APPLY

NEXT STEPS

To apply, please complete our [online application form](#), where you will be asked to provide information about your experience, interest in the role and suitability for the position.

You will also be asked to share your CV as part of your application

Application Closing Date:
Monday 5 October 2026, 09:30

Online First-Stage Interview:
Will take place between: 12–23 October 2026

Final In-Person Workshop Interview:
Will take place between: 26 October–6 November 2026

We welcome applications from candidates of all backgrounds and are committed to creating an inclusive recruitment process. We are particularly keen to hear from candidates with English as an additional language and/or those with lived experience of being an international student.

All applicants will be assessed on their skills, experience and suitability for the role.

Candidates are encouraged to read our 2026 Impact Report and Strategic Direction to learn more about UCASU, our students and the impact of our work.

If you have any questions, would like to arrange an informal conversation about the role, or experience any difficulty accessing the application form, please contact:

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