



## **Higher Education Manager- West Ham United Football Club.**

### **Company Description**

At the heart and soul of London since 1895 West Ham United is a dynamic, fan-focused football Club constantly moving forward but always with an eye on the past.

Our home at the London Stadium has a capacity of 62,500 making it one of the biggest club Stadia in the country however our tickets are the lowest priced for London based clubs in the Premier League, echoing objectives to create Affordable Family Football.

In 2018, our Women's team gained a professional status for the very first time, jumping 2 divisions and competed in the Women's Super League (WSL), the premier division of women's football in England. After finishing a respectable 7th, the team enjoyed particular success in the FA Cup reaching the final of the competition, eventually being beaten by 2017 winners Manchester City.

In April 2019, we opened our brand-new Academy facility based at Chadwell Heath which will help to bring through some of the very best talents in the area, the recent emergence of First Team Players Declan Rice and Ben Johnson are a testament to the work already being done at the Academy.

On the business side, we are continuing to create a Stadium our supporters can call home, with the renaming of the Billy Bonds Stand and Claret and Blue pitch surrounding amongst the latest developments. Additionally, the Club has achieved the Disability Confident Leader status.

The Club employs a constantly growing workforce of approximately 300 core staff and 500 Foundation and events staff, and is a truly unique place to work. We welcome talented individuals who will thrive in our ambitious organisation.

In October 2023, West Ham United was awarded the Advanced level of the Premier League Equality, Diversity and Inclusion Standard, recognising the Club's ongoing dedication and commitment to equality, diversity and inclusion (EDI). It is the second time West Ham United has received the award, which is the top accolade that can be achieved by Premier League clubs, having first been presented with the Advanced level in 2020.

## **Position**

**Role: Higher Education Manager.**

**Location: WHU Foundation Beckton office and UEL Sports dock, Docklands Campus.**

**Contract: Full Time- 37.5 hours per week.**

The award-winning West Ham United Foundation (WHUF) is seeking a Higher Education Manager to lead and develop our innovative collaborative degree programme in partnership with the University of East London (UEL).

Through the partnership we currently deliver a BSc (Hons) Sports Coaching & Performance degree programme, offering students a unique opportunity to combine a programme of academic study and work placements with WHUF, WHU F.C and a range of partners. Students are provided with a range of exclusive opportunities giving them an insight into the sector and equipping them with the skills needed to be successful.

We are looking for an exceptional manager and leader to oversee our work across H.E.. The individual should have a good understanding of stakeholder management, programme development and be able to effectively engage and motivate a diverse range of students. The successful candidate will have passion and commitment to making a real difference to the learning experiences and lives of the students on the programme.

Reporting to the Director of Programmes the position is based at the UEL Docklands Campus with some outreach across East London.

## **Main Responsibilities;**

### **Programme Management and Growth.**

- Manage and enhance existing collaborative programme.
- Identify opportunities to grow the portfolio.
- Seek new partnerships and collaborative opportunities, that align with the vision of the WHUF, expanding course offerings and strengthening ties within the community.
- Work collaboratively with the programme team and UEL colleagues to ensure an outstanding syllabus for students.

### **Lecturing and Curriculum Development**

- Deliver lectures for collaborative degree programmes, such as; the BSc in Sports Coaching and Performance and contribute to curriculum development.
- Ensure that the academic and practical content is closely aligned with real-world football and sports contexts, incorporating evidence based practice across sports coaching, professional development, and performance sports.
- Design and prepare teaching materials.
- Collaborate with WHUF and UEL Programme Leaders to contribute to the development of relevant degree modules, ensuring high-quality teaching and alignment with professional standards.
- Help track and evaluate students placement progress, ensure safeguarding procedures are followed, and build relationships between external partners and the degree programme.
- Stay informed on current research, policy, and developments in sports education, ensuring all practices align with safeguarding procedures.
- Ensure that all delivery, for which WHUF are responsible, complies with health and safety and safeguarding requirements including the production of individual risk assessments.

### **Marketing and Recruitment.**

- Recruit new students onto the course/s in line with targets.
- Oversee the marketing of the degree programme(s), working closely with UEL and WHUF marketing teams to generate content across a range of platforms.

- Manage the process of Open Days and College/Sixth Form Outreach.
- Attend recruitment fairs, UCAS exhibitions, and open days to attract prospective students.

### **Student Engagement**

- Monitor and effectively manage student engagement and attendance.
- Build trusting relationships with students aged 18+ from diverse communities, helping them navigate daily challenges and provide emotional and practical support.
- Provide a supportive and non-judgmental space for students to learn and express themselves, fostering an inclusive and empowering environment.
- Regularly assess students progress adapting support strategies as needed.

### **Work Placement Coordination**

- Coordinate and oversee student work placements across WHUF programmes and wider community/sector partners.
- Liaise with line managers and placement partners to create practical, hands-on learning opportunities for students, enhancing their professional skills and employability.

### **Other Responsibilities;**

- Undertake continuous professional development by participating in staff development and training activities.
- Any other duties as reasonably requested by the line manager / organisation.

## **Requirements**

### **Education Requirements;**

- Relevant Postgraduate qualification in sports coaching, sports science or sports management.
- Formal recognition of professional standing in teaching (e.g. Fellow of the
- HEA) or commitment to obtaining this within reasonable timeframe.
- Sports coaching qualification (at least Level 3)
- 1st aid and safeguarding.

## **Experience**

- Teaching experience within Higher Education.
- Curriculum planning and programme management.
- Experience of working with diverse communities.
- Managing a staff team.
- Managing a budget.
- Partnership management.

## **Skills**

- Strong interpersonal and culturally competent communication skills.
- A high level of communication skills (written and verbal) including the ability to relate to a wide range of individuals internal and external to WHUF.
- Ability to engage with a diverse range of students, within both a group and one-to-one setting.
- Ability to plan engaging sessions, that are relevant and appropriate for a formal learning environment.
- Ability to work to deadlines and manage time effectively.
- Ability to work independently and as part of a multidisciplinary team.
- Resilient and able to maintain professional boundaries.
- Understanding of how to use data to inform delivery and measure impact.
- Motivated and enthusiastic about our work.
- Understanding of effective people management and able to get the best out of others.
- Familiarity with IT and online teaching, learning skills and resources.
- Self-motivated with a commitment to ongoing personal and professional development.
- A commitment to supporting the principles of equality and diversity.

## **Knowledge**

- Current expertise relevant to the role and discipline.
- Understanding of student recruitment strategies within H.E.
- Cultural competence and an understanding of diverse communities.
- An applied understanding of safeguarding and health and safety within an education setting.

- IT literate with particular emphasis on Microsoft and Salesforce packages.

### **Values & Behaviours**

- Integrity – being transparent, responsible, and trustworthy. Behaving in an honest and ethical manner, serving the community to the best of our ability.
- Inclusive – recognising and respecting everyone’s value. Providing an accessible and welcoming environment.
- Continuously improve – striving for excellence driving development through learning. Maximising opportunities to fulfil potential and be prepared to take risks.
- Collaboration – working together internally and externally. Recognising the benefits of a multi-organisational approach to our community and workforce.
- Inspiring – creating a culture where people prosper. Providing a safe and enjoyable environment, supporting goals and aspirations.

### **Other information**

**Benefits on offer** (may vary based on contract type and location)

- 25 days annual leave plus your birthday off
- Pension and life insurance
- Healthcare cash scheme
- Travel season ticket loan
- Cycle to work scheme
- Priority access to apply for match tickets
- Discounted season tickets
- Staff discounts in the club store, café and our official partners products and services
- Discounted gym membership and onsite fitness room facilities
- Family friendly leave policies
- Company Social events

## **EDI Statement**

Our club's history is rooted in a solid commitment to equity, diversity, and inclusion, and we openly strive to be leaders in promoting EDI values. West Ham United is tactical in its approach to addressing inequity and prioritising the undertaking of meaningful and lasting change for all.

We prioritise removing barriers to attracting and engaging the best talent from all communities. We are proactive in creating equal access to opportunities and benefits for everyone and a discrimination-free environment where everyone experiences being treated with dignity and respect regardless of their background, circumstances, or protected characteristics.

## **Safeguarding**

At our Club and Foundation, we advocate a proactive approach to ensure every child and adult has the right to experience safety and be treated with care, respect, and dignity. Therefore, we prioritise protection from harm and promote safeguarding good practice and compliance as an integral part of all our operations and engagement. This includes conducting robust, safer recruitment checks to identify any potential risks associated with individuals who may pose a threat to children or adults who are at risk of harm.