

Head of Advocacy Job Description

Salary: £42,436

Responsible to: Director of Income Generation

Responsible for: Advice Manager, Representation & Democracy Manager,
Student Rights & Campaigns team

This job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

1. Purpose of Post:

Accountable for the strategic leadership and development of Hallam Students' Union's advocacy portfolio, including advice, representation and democracy, campaigns and liberation, and wellbeing services. The postholder will ensure that students are empowered to influence decisions that affect their lives, studies and communities through effective representation, campaigning and civic participation. They will lead the development, delivery and continuous improvement of the Advocacy Directorate strategy, using student insight and evidence to ensure services, structures and campaigns reflect the needs, priorities and experiences of Hallam students, particularly those whose voices are less often heard.

2. Main Duties and Responsibilities

1. Strategic Leadership and Service Development

- Provide strategic leadership for Hallam Students' Union's Advocacy Directorate, ensuring services deliver high-quality outcomes for students and support the organisation's strategic objectives.
- Develop and implement a clear vision and strategic plan for advocacy, advice, representation, liberation and democratic engagement services.
- Lead the continuous review and improvement of services, ensuring they remain accessible, impactful, evidence-led and responsive to student needs.
- Use insight, data and sector intelligence to identify emerging trends, risks and opportunities and translate these into service development priorities.
- Contribute to organisational leadership, planning, performance management and decision-making as a member of the senior leadership team.
- Develop business cases, reports and recommendations for the Executive Team, Board of Trustees and relevant committees.

2. Student Representation and Democratic Governance

- Lead the strategic development of student representation and democratic engagement, ensuring all students have meaningful opportunities to influence decision-making and shape the student experience.
- Oversee the Union's democratic structures, ensuring they remain inclusive, effective and representative of the student body.

- Provide strategic oversight of student elections, referenda and democratic processes, ensuring compliance with governing documents, legislation and best practice.
- Act as the organisational lead for democratic governance, maintaining effective relationships with Returning Officers, Trustees, elected representatives and key stakeholders.
- Ensure effective governance arrangements, policies and procedures are in place to support democratic participation and accountability.
- Lead the management of complex governance and elections-related issues, complaints and appeals where required.

3. Advocacy, Advice and Student Support

- Lead the development and delivery of high-quality advocacy, advice and support services that empower students to overcome barriers and achieve positive outcomes.
- Ensure services are compliant with relevant legal, regulatory and safeguarding requirements and operate to recognised standards of professional practice.
- Develop effective partnerships with the University and external organisations to improve student support pathways and influence positive institutional change.
- Monitor service performance, impact and student outcomes, using evidence to drive continuous improvement and demonstrate value.
- Champion an inclusive and student-centred approach to service design and delivery, ensuring support is accessible to all student groups.
- Lead the identification and escalation of systemic issues affecting students through evidence-based advocacy.

4. Campaigns, Liberation and Community Influence

- Lead a strategic programme of campaigning, liberation and student voice activity that advances the interests of Hallam students.
- Enable elected officers, student leaders and representative groups to deliver impactful campaigns and create meaningful change.
- Foster a culture of participation, belonging and empowerment through opportunities for students to engage with the Union and wider community.
- Build strong internal and external partnerships to influence policy, practice and decision-making on issues affecting students.
- Ensure that student insight, lived experience and evidence are used to shape institutional and public advocacy priorities.
- Promote equity, diversity and inclusion through all aspects of campaigning, representation and community engagement.

Leadership Responsibilities

- Lead, motivate and develop a high-performing multi-disciplinary team.
- Foster an inclusive, supportive and accountable team culture.
- Manage budgets, resources and operational plans effectively.
- Ensure compliance with all relevant legislation, policies and procedures.
- Act as a role model for organisational values and leadership behaviours.
- Undertake any other duties consistent with the level and responsibility of the post.

Head Of Advocacy Person Specification

Requirements		Essential Desirable	Assessed by *
1	Qualifications/Training		
1.1	Good general level of education, typically to degree level or evidence of equivalent relevant experience	E	A
1.2	Relevant degree in related subject	D	A
1.3	Project Management qualification	D	A
2	Experience		
2.1	Demonstrated success in a middle or senior leadership role with responsibility for advocacy, representation, campaigning, democratic participation, wellbeing, advice, community organising or related services, including responsibility for budgets, resources and team performance.	E	A/I
2.11	Significant experience of leading complex governance, democratic or regulatory processes, ensuring compliance with relevant legislation, regulations, policies and governing documents.	E	I/T
2.12	Experience of managing complaints, investigations or complex casework, exercising sound judgement and mitigating organisational risk.	E	I
2.13	Experience of developing and leading managers, building leadership capability and creating high-performing teams	E	A/I
2.2	Experience of using research, insight and evidence to shape strategy, influence decision-making and improve services, representation structures or campaigns.	E	T/I
2.3	Experience of developing strategic objectives and evaluating impact through qualitative and quantitative measures, using findings to drive continuous improvement and organisational learning.	E	A/I
2.4	Strong leadership and people management skills, with experience of building and managing high performing teams in a value driven organisation	E	T/I
2.5	Significant experience of enabling meaningful participation and shared decision-making, ensuring members, students or service users influence organisational priorities, policy development and institutional change.	E	A/I
2.6	Experience of overseeing and delivering democratic processes and procedures	D	A
2.7	Experience of delivering frontline advice and information services	D	A
2.8	Experience of leading campaigns, advocacy initiatives or policy-change programmes that have delivered demonstrable organisational, institutional or societal impact.	D	A
2.9	Experience of working within political, democratic, representative or civic engagement environments, including influencing decision-makers and building strategic partnerships.	D	A

2.10	Experience of leading services or initiatives that support wellbeing, inclusion, belonging or community development.	D	A
3	Knowledge, Skills & Attributes		
3.1	Excellent stakeholder management skills with the ability to persuade and influence at all levels, internally and externally.	E	I
3.2	Able to think critically and exercise independent judgement and discretion, with a solution focused attitude	E	T/I
3.3	Values-driven and politically aware, with a commitment to empowering students, advancing social justice and creating opportunities for meaningful participation and influence.	E	T/I
3.4	Able to interpret research, insight and evidence to identify emerging issues, shape strategic priorities, evaluate impact and communicate complex information persuasively.	E	T/I
3.5	Able to think creatively, challenge the way things are always done and look for inspiration from a range of sources, to continuously improve services	E	T/I
3.6	Commitment to and understanding of inclusion within a diverse and multicultural environment	E	T/I
3.7	Ability to balance strategic leadership with empowering teams, students and elected representatives to take ownership and drive change.	E	A

***A – Application, T – Task, I – Interview**