



Role	(internal facing) Sector Engagement Manager – Member Insight and Engagement
Band	5
Team	External Affairs
Responsible to	Head of Sector Engagement
Responsible for	Sector Experience Officer

About us

QAA is the UK's independent quality body for tertiary education. Our purpose is to ensure that students and learners experience the highest possible quality of education.

We work across the UK and internationally to safeguard standards and enhance quality in higher education and the wider tertiary education system. We are recognised as a leading authority on quality and standards, working with governments, funding bodies and education providers to support excellence wherever education is delivered.

We operate across a changing sector in all UK nations and globally, supporting national priorities while contributing to the continued strength and international reputation of UK education.

We are a remote-first agency built on trust, flexibility and shared accountability. This enables effective delivery, collaboration and colleague wellbeing.

Role purpose

This role contributes to our work to safeguard standards and enhance the quality of tertiary education in the UK and internationally by supports QAA's strategic approach to engaging with its existing UK member institutions by ensuring the Agency understands member needs, experiences and priorities.

The post-holder is responsible for developing and improving the insight, reporting and engagement approaches that enable QAA to understand the effectiveness of its membership offer and identify opportunities to improve member experience,

engagement and retention. The post-holder also has line management of the Sector Experience Officer.

Working closely with the Head of Sector Engagement, (external facing) Sector Engagement Manager – Member Relationships, Membership Delivery, Digital, Marketing and Communications and colleagues across the Agency, the role translates member insight and engagement data into practical actions, supporting the continuous improvement of QAA's membership offer and engagement approach.

Key responsibilities

The responsibilities below outline the main areas of accountability for this role. They provide an overview of what is expected and are not intended to be an exhaustive list of duties.

- Deliver high-quality work that supports QAA's purpose, priorities and commitment to quality.
- Ensure a smooth and effective onboarding experience for new UK members, enabling them to understand and make the most of QAA's membership offer.
- Support existing UK members to maximise the value of QAA's membership programme, increasing engagement across member institutions, including through the production of member engagement reports.
- Work with Digital, Marketing and Communications colleagues to evaluate the effectiveness of the membership delivery programme, measuring performance against agreed KPIs.
- Work with the CRM Officer to ensure the CRM system effectively supports sector engagement activity and the continuous improvement of member information. Support colleagues across the Agency in gathering and using member data to inform strategies, reporting and planning.
- Develop, maintain and manage the Engagement Dashboard, working with the Data Analyst to monitor member health metrics and enhance its functionality over time.
- Drive the agency's activity outlined in the renewals standard operating procedure to ensure the process of membership renewal runs smoothly
- Support the design and implementation of UK member engagement strategies, translating these into delivery plans and initiatives that align with our objectives and enhance UK member satisfaction.
- Undertake regular engagement with QAA members, where required, to support QAA's wider sector engagement approach.

- Work with Membership Delivery colleagues to identify and implement opportunities to improve the member experience, service delivery, operational efficiency and overall engagement.
- Identify opportunities to undertake research, surveys and focus groups to better understand member needs, priorities and preferred members of engagement, using insight to inform future engagement approaches and the ongoing development of QAA's membership offer.
- Support the delivery of membership retention campaigns and annual membership programmes, helping to ensure new and existing membership categories remain effective and fit for purpose.
- Provide input into the development of member communications, particularly in relation to membership renewals and the onboarding of new members, to support a high-quality member experience.
- Maintain a thorough and up-to-date understanding of QAA's services, products and activities across the Agency.
- Support the implementation and Agency wide adoption of the CRM, Knowledge Management System (KMS) and other technologies that support member communications and engagement.
- Manage the Sector Engagement mailbox (Engage) with colleagues, responding promptly to member enquiries, resolving issues where appropriate and ensuring feedback is captured to support continuous improvement.
- Oversee the line management of the Sector Experience Officer in pursuit of the above responsibilities
- Work effectively in a remote first environment, maintaining clear communication, visibility and accountability.
- Communicate with intent, ensuring colleagues and stakeholders have the context they need to contribute effectively and make informed decisions.
- Share knowledge, updates and insights proactively to support collaborations and continuous improvement across the Agency.

People management

- Lead, manage and support the team to deliver high quality outcomes in line with QAA priorities, ensuring clarity of expectations, effective delivery and strong collaboration.
- Ensure effective coordination of workload priorities and delivery across the team.
- Provide clear direction, feedback and support to enable individual and team performance and development.

Key contacts

This role works collaboratively with colleagues and a range of stakeholders. Typical contacts include, but are not limited to:

- Head of Sector Engagement
- (external facing) Sector Engagement Manager – Member Relationships, Sector Experience Officer
- QAA member institutions
- Colleagues across the Agency, including the Membership Delivery, Public Affairs, Digital Marketing and Communications, Business Development and Devolved Nations teams

Person specification

The person specification sets out the experience, knowledge, skills and behaviours needed to be successful in this role.

When preparing your application, please use your CV and cover letter to demonstrate how your experience aligns with the criteria below. Your examples may come from employment, education, volunteering or other relevant activities.

Attributes	Criteria
Experience	• Proven experience in a customer-focused role, such as Customer Success, Account Management, Customer Relations, or Membership Management and Engagement. • Experience of building and managing trusted relationships with senior stakeholders in a B2B or institutional context. • Experience of contributing to customer or member retention activity, including identifying at-risk customers and supporting mitigation plans. • Experience of capturing, recording, and analysing customer insight to inform engagement activity. • Experience of supporting onboarding, events, networks, or member-facing engagement programmes. • Experience of using a CRM system to record customer interactions and produce reports. • Experience of working in a membership organisation or comparable subscriber/customer-base context. • Demonstrable experience of planning, prioritising and managing multiple activities with high levels of attention to detail, ensuring deadlines are met.
Qualifications / training	• Relevant qualification or equivalent professional experience
Knowledge, skills, and abilities	• Sensitivity and understanding of working in a customer and service-focused environment. • Works effectively, as part of a diverse and remote team. • Can manage workload in a structured and well-planned way, delivering work with professionalism, integrity and a focus on quality. • Communicates clearly and effectively in a remote first working environment, working collaboratively across

	teams and sharing information to support effective delivery • Can lead and support individuals and teams to deliver high quality outcomes • Can manage performance, accountability and development in a remote first setting, providing clear expectations, feedback and support. • Builds collaborative and well-functioning teams through clear communication, effective prioritisation and shared accountability. • A good understanding of the UK higher education sector and its key actors, structures, and pressures. • Excellent verbal and written communication skills, including the ability to communicate clearly with a range of audiences and to deliver compelling presentations. • Strong relationship-building, influencing, and stakeholder management skills. • Strong cross-functional collaboration skills, with the ability to build trust and credibility across an organisation. • Confident user of CRM systems to drive consistent logging, customer insight, and reporting, alongside standard digital workplace tools. • Strong problem-solving abilities and a customer-centric mindset. • Strong organisational and project management skills, including the ability to plan and deliver activity within set timeframes with clear outputs. • Interest in and commitment to the sector. • A thorough understanding of data protection and best practice. • Good understanding of how digital technology can be used to drive and deliver organisational objectives.
QAA's ways of working	Our Ways of Working describe the behaviours and approaches that support how we work together at QAA. They apply to everyone regardless of role or Band, and are an important part of how we deliver our purpose. • Communicates clearly, openly and with intent. • Works collaboratively across teams and stakeholders. • Takes ownership and delivers on commitments. • Works with professionalism, integrity and trust.

	• Adapts positively to change and continuous improvement. • Contributes to an inclusive and respectful remote-first working culture – and, when travelling in person, observes good practice in sustainability.
Location	Flexible within the UK, with occasional travel within the UK and internationally where required.

Recruitment process

Our recruitment process is designed to give you the opportunity to demonstrate your skills, experience and approach.

Applications will be reviewed against the criteria outlined in the Person Specification. If you are shortlisted you will be invited to take part in an interview, usually held remotely. The format and structure of the interview process will vary depending on the role and will be confirmed with shortlisted candidates in advance, allowing time for preparation.

Our commitment to inclusion

We are committed to being an inclusive Agency where colleagues are respected, supported and able to contribute fully. We value diversity of backgrounds, experiences and perspectives that people bring and aim to create an environment where everyone can do their best work.

We recognise that people bring different experiences and career journeys. If you are interested in this opportunity and believe you have the relevant skills and experience, we encourage you to apply.

We want our documents to be accessible to all. If you need this job description in a different format, please contact HRteam@qaa.ac.uk.

Disclaimer

This job description provides an overview of the role at the time of creation. It is not intended to be exhaustive and may be subject to change in line with Agency need. Any changes will not alter the overall nature or level of the role.