

Job Description

Prifysgol Wreccsam
Wrexham University

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Faculty/Department	Student and Campus Life
Section	Student Support
Job Title	Student Advice and Guidance Manager
Reports to	Head of Student Support and Wellbeing
Responsible for	Student Wellbeing Coordinator, Student Advice and Guidance Advisor, Senior Funding and Money Advisor
Grade	SAP1

Principal Accountabilities

Student Support Services comprises of teams who are in place to provide support, maximise student engagement and assure an excellent student experience across the University. 'ASK' is the student support helpdesk which is the primary point of contact for students who wish to access support. ASK provides a face-to-face service, as well as responding to both telephone and email queries. The role of 'ASK' is to enhance the student experience by providing fast and accurate information, advice and signposting in a friendly, welcoming and accessible environment where students can feel at ease and well supported.

Report to and liaising with the Head of Student Support and Wellbeing, the post holder will be responsible for the management of 'ASK', ensuring the functionality of the helpdesk and being an escalation point for more complex queries.

The post holder will also be part of the Student Support Management Team and will be expected to contribute to departmental and organisation wide strategic developments, projects and initiatives. The post holder will deputise for the Head of Student Support and Wellbeing as and when appropriate.

The Student Advice and Guidance manager will lead a team that comprises of the following roles:

- Student Advice and Guidance Advisor

- Student Wellbeing Coordinator Funding and money advice team

The Post holder will also be required to work collaboratively with colleagues from across the Student & Campus Life Directorate and the wider University community.

Key Tasks

- To develop, implement and manage an accessible gateway for student support queries. Offering a triage system that ensures students receive the right advice, guidance and support at the right time, in the right place and in the right format.
- To be a point of escalation for staff members where referrals demonstrate a level of complexity or urgent concern for a student. Support staff members to respond appropriately to these referrals, following University processes and procedures.
- To work with colleagues from across professional service areas to build a knowledge base of information and advice, that is accurate and accessible, embracing new technology and harnessing it to better support students.
- To represent Student and Campus Life and deliver training sessions to staff members, explaining processes for student support including how to appropriately respond to student support needs and refer to specialist services.
- Produce guidance and processes (eg 'When to Refer') that support both Professional services and academic staff to follow correct procedures and ensure risk is managed effectively and efficiently.
- Identify when a student needs professional support, particularly at a time of crisis and in need of immediate help.
- Provide leadership and day to day operational management support to the team; motivating, supporting and developing team members to ensure that they have the necessary skills and knowledge for their roles as well as managing their performance.
- Contribute to Student and Campus Life's management decision making, including providing institutional oversight to student case's that are complex or require a risk assessment.
- Provide advice, guidance, and support to members of staff across the University as required, especially where the issues involved are particularly complex or require a higher level of knowledge and expertise. Support staff members to respond appropriately to concerns related to Safeguarding, Prevent, Sexual Misconduct and Domestic Abuse following University processes and escalating when necessary.
- Maintain a current and comprehensive understanding of services within the University to ensure the student is referred quickly and appropriately. Be a champion for the University professional services, proactively providing guidance for academic staff in accessing support for their students.
- Actively contribute to a range of University working groups or committees, providing expertise in advice and support for students and working with colleagues across the University to develop best practice in supporting students throughout their university experience and transition points.
- Working with the Head of Student Support and Wellbeing; shape, adapt and improve student support services based on students' needs and feedback so that services can be adapted or improved.
- Monitor and evaluate service effectiveness, outcomes, and impact of ASK to inform resource planning, budgets and service improvements.
- Write and develop reports evaluating service usage for ASK, identifying key trends that help to understand and evaluate the student experience.

- Maintain expert knowledge of best practice for student support the HEI sector and stay informed of changes communicated via Medr or Government.
- Contribute to the development and preparation of the Annual Operating Plans and Annual Reports associated with Student Support & Wellbeing.
- Manage the effective delivery and development of Target Connect and the partitions associated with Student Support and wellbeing. Support staff in usage of the system, ensuring this is maximised to best effect to support the user experience.
- Continue to innovate in the use of systems and technologies to deliver leading-edge services, resources and support to both on and off campus users in a cost effective way.
- Be the lead member of staff for student support relating to Sexual Misconduct or Domestic Abuse. Support practitioners who are actively supporting students on a one-to-one basis and being an escalation point if a practitioner has a concern about a student case. Additionally, be a lead author on the Sexual Misconduct and Domestic Abuse Policy ensuring that all aspects of student support are considered within the procedure. When requested, participate and contribute to the review and further development of university policies, procedures and regulations to ensure that student support and wellbeing is represented fairly and appropriately.
- To participate and represent the University at internal and external events and through membership of committees and external bodies, in order to identify sector best practice and to contribute to the management and reputation of the University. Build and maintain collaborations with a variety of external agencies relevant to areas of responsibility.
- To deputise for the Head of Student Support and Wellbeing where needed, including concerns related to Safeguarding and Prevent

Special Features

To contribute to the planning and delivery of Open Days, pre-entry guidance, transition events, enrolment, welcome week, student induction and other events and activities. Evenings, weekend or out of hours support may be required from time to time. Flexible approach to working hours is therefore required.

General Duties

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

It is the responsibility of employees to apply the University's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

All staff have a responsibility for promoting high levels of customer care within their own areas of responsibility.

Staff must be aware of the University's commitment to Sustainability.

All staff must promote healthy behaviour and positive mental health and wellbeing

Post holders are expected to co-operate with the Professional Development Review (PDR) process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with the post holder. Such agreement should not be unreasonably withheld.

The key responsibilities contained in this job description are indicative not exhaustive. Duties and responsibilities may be altered in discussion with the post holder.

All post-holders within the Directorate are expected to be able to provide support across all areas, beyond their immediate team, as requested by the Director and commensurate with their skills, knowledge and experience.

Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the job holder.

Person Specification

Prifysgol Wreccsam Wrexham University

Job Title: **Student Advice and Guidance Manager**

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.

Selection Criteria					
Attributes		Item	Relevant Criteria	Identification Method	Rank
1	Skills & Abilities	1.1	Strong management skills with the ability to maximise both team and individual performance.	A,I	E
		1.2	Proven planning, organisational and advanced I.T. skills.	A,I	E
		1.3	Able to manage & prioritise a large and diverse workload, meeting concurrent deadlines and managing the work of others.	A,I	E
		1.4	Well-developed communication and presentation skills with the ability to interact effectively with students and staff at all levels.	I	E
		1.5	Systematic, well organised, with attention to details and adherence to process, but also able to constructively improve processes.	I	D
		1.6	Ability to work collaboratively across teams and support others to realise synergies and identify opportunities for collaborative working and Improvement.	A,I	D
		1.7	Ability to interrogate, analyse and interpret data, to determine trends in data sets, identify anomalies and to underpin current service delivery. Present evidence in a persuasive way to inform and direct service development.	A,I	E
2	General & Specialist Knowledge	2.1	Welsh speaking	A, I	D
		2.2	Knowledge of Advice and Guidance, particularly in Funding & Money Advice, Health and wellbeing and multi-faith.	A,I	D

		2.3	Knowledge of SITS (the student records management information system used by the University) and CRM systems to support case management in a student support context.	A,I	D
		2.4	Understanding of safeguarding and its application in practice.	A	D
3	Education & Training	3.1	Educated to degree level or equivalent.	A	E
		3.2	Leadership and management qualifications.	A,I	E
		3.3	Demonstrable participation in CPD.	A	E
		3.4	Mental Health First Aid trained or similar qualification.	A	E
4	Relevant Experience	4.1	Management experience with evidence of effective leadership and a strategic approach.	A,I	E
		4.2	An in-depth understanding of the HE sector and the student experience particularly in relation to supporting students with advice and guidance.	A,I	E
		4.3	Experience in leading projects or initiatives in a Higher Education setting.	A,I	D
		4.4	Experience of project management and ability to initiate, deliver and manage projects against deadlines and KPI's.	A,I	D
		4.5	Demonstrable success and impact from effectively leading, managing and motivation of staff, securing individual and collective engagement and action.	A,I	E
5	Special Requirements	5.1	Persuasive communicator, open and participative style with the ability to build and maintain effective relationships.	I	D
		5.2	A strong customer service ethos, demonstrating a commitment to customer excellence.	I	E
		5.3	Good balance between analytical skills and base and make management decisions based on that evidence.	I	D
		5.4	Able to work flexibly to include weekends and evenings.	A	D
		5.5	A reliable, inclusive and professional approach to work at all times.	A,I	E
		5.6	Willingness to take responsibility within a demanding environment and welcoming of change and challenges.	A,I	E

Date of Revision	29/07/2026
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Key	Identification Method	A	Application Form
		I	Interview
		T	Test
		C	Copy of Certificates
		P	Presentation
		G	Group Assessment
	Rank	E	Essential
		D	Desirable

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