Job description – Education and Student Engagement Coordinator

1. Job details	
Job title:	Education and Student Engagement Coordinator
Job holder:	
Reports to:	Head of Education
Location:	Home based with frequent UK-wide travel
Terms:	12 months fixed-term contract. Full-time (35 hrs p.w.), flexible working patterns available.
Salary:	£30,000 to £35,000 depending on experience
Date:	

2. About The SST and Sports Therapy

The SST

The Society of Sports Therapists was established in 1990. It is the lead organisation for Sports Therapists in the UK. Membership of the Society is at Graduate level via a Society accredited degree programme. The Society collaborates with over 36 universities and accredits academic Undergraduate and Postgraduate programmes.

The Profession

Sports Therapy is an aspect of healthcare that is specifically concerned with the prevention of injury and the rehabilitation of the patient back to optimum levels of functional, occupational and sports specific fitness, regardless of age and ability. It utilises the principles of sport and exercise science incorporating physiological and pathological processes to prepare the participant for training, competition and where applicable, work.

Our Vision

- To be recognised as leaders of the Sport and Exercise Therapy profession worldwide.
- To be pioneers of musculoskeletal healthcare, prevention and rehabilitation in sport, exercise, health, fitness and wellbeing.

Our Mission

- To advance the field of sport and exercise therapy and musculoskeletal healthcare, enabling service users to achieve optimal performance and lead healthy, active lives.
- To promote exceptional standards of education and training.
- To inspire, advise and collaborate with members, stakeholders and the public to achieve outstanding levels of proficiency, and advance the status and recognition of Graduate Sports Therapists.
- To see equitable access to regulated Sports and Exercise Therapy Services for the UK public.

Our Values

- **Integrity** in practice, **Inclusivity** in access, **Innovation** in pursuit of excellence, and **Impact** in advancing health, performance, and professional standards.

3. About the role

The Education and Student Engagement Coordinator will lead the Society's student and prospective-student engagement programme, building meaningful relationships with students, universities, colleges, schools and careers organisations across the UK.

Working closely with the Head of Education and Education and Membership Administrator, the postholder will develop and deliver a proactive programme of university visits, student engagement activities, careers outreach and initiatives designed to increase awareness of the Society, demonstrate the value of SST membership and strengthen the journey from prospective student to Graduate Sports Therapist.

A key focus of the role will be supporting the Society's strategic ambition to increase conversion from Student to Graduate Membership.

This is an autonomous and highly outward-facing role. The postholder will be expected to develop and manage their own programme of visits and activity, build strong relationships across the education sector and evaluate the impact of their work.

4. About you

You will be an enthusiastic, confident and highly motivated Graduate Sports Therapist who enjoys building relationships and developing programmes to support the next generation.

You'll be a creative professional who can develop a deep understanding of what students think of the profession, their careers and SST membership. Organised and proactive, you will be confident managing multiple workstreams and priorities while maintaining attention to detail.

You'll be comfortable working independently in a small team environment and will take ownership of student engagement, bringing ideas to improve the student experience and conversion into Graduate Membership.

Analytical and curious, you will be motivated by understanding what works and using data to inform improvements. You will also be collaborative in your approach, working with colleagues across the organisation to gather content and support wider objectives.

Eager to learn, alongside developing our conversion programmes, you will take a proactive approach in your own development, identifying new skills and areas of expertise that you would like to progress.

You'll also be a keen ally and supporter of our diversity and inclusion agenda, helping The SST to be inclusive in all that we do and taking an active role in advancing our ambitions here.

5. Knowledge, skills and experience required

Essential

- Graduate Sports Therapist and current member of The Society of Sports Therapists.
- Strong understanding of the Sports Therapy profession and student journey into professional practice.
- Excellent and engaging communicator, comfortable presenting to both small groups and large student audiences.
- Confidence to build relationships with university academics, students, careers professionals and external stakeholders.
- Enthusiasm for promoting Sports Therapy and supporting the next generation of Graduate Sports Therapists.

- Ability to work independently, use initiative and manage a busy programme of activity with a high degree of autonomy.
- Highly organised and able to manage their own diary, competing priorities and travel schedule.
- Ability to interpret engagement or membership data and use it to inform activity and priorities.
- Strong written communication and interpersonal skills.
- Confident using Microsoft 365 and appropriate database or CRM systems.
- Willing and able to undertake frequent travel throughout the UK, including occasional overnight stays.
- Willing to undertake occasional international travel where required.

Desirable

- Full UK driving licence.
- Experience of working within higher education.
- Experience of student engagement, recruitment, outreach or careers activity.
- Experience presenting to students or young people.
- Experience of working within a professional body or membership organisation.
- Knowledge of student recruitment and the UK higher education environment.
- Experience attending or exhibiting at UCAS events, careers fairs, conferences or exhibitions.
- Experience using membership, recruitment or engagement data to evaluate impact.
- Experience of developing engagement campaigns or initiatives.

6. Key tasks and responsibilities

1. University and student engagement

- Develop and manage a proactive annual programme of engagement with SST accredited universities across the UK.
- Build strong working relationships with Programme Leaders, academic teams, careers and employability services and other relevant university colleagues.
- Deliver engaging presentations, workshops and activities to students at different stages of their programme.
- Develop targeted engagement with final-year students to support progression from Student to Graduate Membership.
- Represent the Society at university induction, careers, employability, open-day and graduation-related activities where appropriate.
- Work with universities to identify opportunities to embed The SST within the wider student experience.
- Identify institutions or cohorts where SST engagement is low and develop targeted approaches to improve awareness and participation.
- Support and develop relationships with student representatives and University Ambassadors as appropriate.

2. Membership engagement and conversion

- Promote the benefits, opportunities and professional value of SST membership to students throughout their education.
- Develop initiatives that strengthen the relationship between student members and The SST before graduation.

- Work with the Education and Memnership Administrator and wider SST team to support student membership recruitment and the transition to Graduate Membership.
- Contribute to the Society's strategic KPI of increasing Student-to-Graduate Membership conversion.
- Monitor engagement and conversion trends and use these insights to inform future activity.
- Identify barriers to conversion and recommend practical interventions.
- Support targeted campaigns and activities for cohorts approaching graduation.

3. Prospective student and careers outreach

- Develop engagement with prospective Sports Therapy students.
- Represent The SST at relevant UCAS exhibitions, careers fairs, schools, colleges, sixth forms and other recruitment or careers events.
- Promote Sports Therapy as a professional career and improve understanding of the Graduate Sports Therapist role.
- Develop relationships with careers advisers, colleges and other organisations involved in supporting young people considering careers in sport, health and allied areas.
- Support SST accredited university partners by raising awareness of high-quality accredited Sports Therapy education.
- Explore opportunities to engage graduates from related disciplines who may be considering postgraduate conversion routes into Sports Therapy.
- Contribute to the development of resources and information for prospective students, parents, teachers and careers professionals.

4. Student and sector insight

- Act as a visible link between students, universities and the SST Education Team.
- Gather structured feedback from students about their experience of SST membership and expectations of their professional body.
- Identify emerging themes relating to employability, professional identity, education, membership and career aspirations.
- Develop a better understanding of why students choose to join, remain or leave The SST.
- Capture intelligence from university partners about changes within Sports Therapy education and the wider higher education environment.
- Provide regular insight to the Head of Education and wider SST team to inform education, membership, communications and professional strategy.
- Share successful engagement approaches across SST accredited programmes.

5. Planning, evaluation and reporting

- Take ownership of the student engagement calendar, independently planning and prioritising visits and activities.
- Use available membership and engagement data to identify where activity is likely to have greatest impact.
- Maintain appropriate records of university engagement, contacts, visits, events and outcomes.
- Establish mechanisms for evaluating the effectiveness of activities rather than relying solely on measures of attendance.
- Monitor agreed KPIs and provide regular reports to the Head of Education.
- Contribute to Education Team planning, projects and meetings.
- Work collaboratively with colleagues responsible for membership, communications, events and administration.

6. Representation of the Society

- Act as an enthusiastic and credible ambassador for The SST, Sports Therapy and Graduate Sports Therapists.

- Build positive relationships with universities, students, prospective students and external stakeholders.
- Represent The SST professionally at meetings, conferences, exhibitions and events.
- Maintain an up-to-date understanding of SST membership, accreditation, professional standards and relevant developments affecting Sports Therapy education and practice.

7. Communications and key relationships

- Reports directly to the Head of Education.
- Works closely with the Education and Membership Administrator.
- Collaborates with colleagues across membership, communications and other SST functions.
- Develops strong external relationships with SST accredited universities, students, prospective students, schools, colleges and careers organisations.