

Top Skills

Marketing Strategy

Leadership

Public Speaking

Certifications

Managing Suicidal Conversations

Sexual Violence Training Mental

Health Skills for Managers Mental

Health First Aider

Non-Front Line Licenced Officer

James Greenwood

Student Experience and Communications Specialist

London, England, United Kingdom

Summary

With a strong background in student engagement, community building, and strategic communications, I excel in creating impactful student experiences. My expertise includes event planning, digital marketing, crisis communication, and wellbeing support. I am adept at leveraging data analytics to inform decision-making and enhance student satisfaction. Additionally, I have a proven track record in collaborative leadership and stakeholder management.

Experience

The London School of Economics and Political Science (LSE)

Head of Residential Life & Communications

August 2021 - Present (3 years 10 months)

Association of College & University Housing Officers - International

Global Network Chair and UK Ambassador

March 2022 - January 2025 (2 years 11 months)

CUBO College and University Business Officers

Chair, Residential Life and Student Experience

2020 - January 2025 (5 years)

University of the Arts London

7 years 2 months

Student Experience Manager

January 2015 - July 2021 (6 years 7 months)

Strategic lead for Residential Life and Student Experience across Accommodation Services as part of the Estates department senior leadership team. Responsible for building an organic student community across halls of residences through social opportunities and specialist wellbeing support. I also take the lead for major projects that impact the student experience i.e. Accommodation Services Covid-19 Recovery Readiness project.

Providing leadership and operational management to the Student Experience team to deliver the agreed priorities for the student experience.

Leading on and a member of several cross-functional networks and projects including partner halls, Students' Union, external agencies, internal departments and student focused working groups.

Student Experience Coordinator
June 2014 - January 2015 (8 months)
London, United Kingdom

London Metropolitan University
Events & Social Media Officer
November 2013 - June 2014 (8 months)
London

Coordinated and delivered recruitment events including open days, taster opportunities and represented the university at recruitment exhibitions throughout the country. I provided student engagement ideas and concepts to several university facilities and departments to improve their local student communities.

Set up and took responsibility for all central university social media accounts and production of relevant and engaging content.

The University of Huddersfield
Marketing, Projects & Events Assistant
September 2010 - September 2012 (2 years 1 month)
Huddersfield

Implemented the university central marketing strategy within the School of Music, Humanities and Media across several different campuses and introduced several new initiatives to improve the student experience. I took sole responsibility for event management of school events, content moderation of school websites and also social media management.

I introduced and implemented a new online booking system for public events and lectures that dramatically boosted audience numbers and attracted guests of a higher profiles.

South Street Asset Management Limited
E-Marketing, Social Networking & Design
August 2011 - April 2012 (9 months)

Huddersfield

Implementing South Street's Marketing Strategy for Digs student accommodation services in Huddersfield, Sheffield and Lincoln, introducing new e-marketing techniques. Monitoring social media channels and updating daily with relevant content, making sure we have a positive online digital presence. Worked closely with HR to update and re-design legal documents and training guidelines.

Bourne Leisure

Venues and Events Manager

January 2007 - September 2009 (2 years 9 months)

North West & South West (UK)

Responsible for a number of licensed venues, restaurants, and entertainments complex whilst managing large teams. Generating sales above targets and gained excellent feedback from both guests and team. Helped every team member gain extra skills and qualifications.

Education

University of Greenwich

Postgraduate Degree, International Events Management · (2015 - 2017)

The London School of Economics and Political Science (LSE)

Introduction to Leadership (ITL), Leadership · (February 2022 - November 2022)

The University of Huddersfield

Events Management BA (Hons), Events Management, Marketing & Consumer Behaviour, Human/Business/Project Management · (2008 - 2012)

The Blackpool Sixth Form College

A Level, Digital Photography, Graphic Design, Advanced IT · (2007 - 2009)