

JOB DESCRIPTION

Job title: Business Manager: Children and Young People	Accountable to: Director of Academic Enterprise with additional professional accountability to the Director of the UAL Awarding Body
Contract length: Permanent	Hours per week: 35 which may include evenings and weekends Weeks per year: 52
Salary: c£60,000	Grade: Deputy Director of Service
Service: Operations & External Affairs/Academic Enterprise/UAL Short Courses Ltd	Location: 272 High Holborn with significant UK travel

Who are Academic Enterprise/ UAL Short Courses Ltd?

The University of the Arts London (UAL) has identified that creative education in formal and informal settings is significantly underserved in the current UK under-18s educational environment. This not only threatens the future flow of students into our undergraduate and postgraduate provision but, in due course, the health of the UK's creative economy. After a year of research and pilot projects UAL will be intervening in the creative education market with a number of new commercial products through two of its ventures: UAL Short Courses Ltd (UALSC) and the UAL Awarding Body (UALAB), both part of the University's department of Academic Enterprise.

Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. Its mission is to increase the amount of income generated by the University from non-core teaching and research activities. It builds on, and includes, the successful UAL Short Courses Ltd, UAL Awarding Body, the Language Centre, college and research based enterprise, business and innovation operations. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.

Academic Enterprise is a successful, growing, department with a combined turnover of £32m in 2017/18, mostly from B2C activities. There are approximately 195 permanent staff and 800 hourly paid tutors and moderators working in Academic Enterprise operations in all UAL's colleges as well as central university services. Around 70,000 students study on short courses or qualifications offered by AE business units.

What is the purpose of the role?

The purpose of this role is to deliver profit from commercial activities with young people from 7 – 18 years old to support the educational objectives of the University of the Arts London. This will include effectively developing and managing the content, financial, branding, marketing, sales and administrative functions of the new products for young people which run through UAL Short Courses Ltd and to contribute to the development of UALAB's new qualifications in this area. Many activities will run outside UAL's premises. You will also contribute to the development of the broader Academic Enterprise agenda across UAL and complementary activities run through UAL's Colleges with the aim of growing and diversifying income.

Please note that this role has no responsibility for the University's outreach activities which operate in parallel to Academic Enterprise and seek to serve specific communities in Greater London.

Duties and Responsibilities

UAL Short Courses Ltd

- To work with the Director of Academic Enterprise at UAL, the College-based Business Managers and the Online Business Manager to develop, lead and deliver the UAL Short Courses strategy and business plan for young people's projects based on the research undertaken in 2017/18.
- Working to the strategy and business plan to grow, from scratch, the young people's programme including:
 - further developing the delivery model for the various age groups including costing and pricing
 - identifying appropriate markets and venues for delivery outside the M25

- identifying appropriate teachers and support staff
- developing the branding, marketing and sales operations
- developing the customer service and customer feedback operations for the venture
- developing a robust safeguarding and health and safety management operation within UAL's policies and procedures
- To work with UAL's HR and legal departments, and external advisers if necessary, to ensure the development of appropriate contractual and data management relationships with teaching staff, venues, parents and children involved in these activities.
- To work with colleagues across the College, UAL and with outside partners to develop new products in existing and new areas of activity to generate profit.
- To be responsible for and monitor on a day-to-day basis the financial and sales performance of the UALSC unit against targets set by the Deputy Vice Chancellor and the Director of Academic Enterprise.
- To be responsible for the effective running and staff management of the young people's UALSC unit including managing all off-site delivery.
- To work with the college and online short course business units to contribute to the overall growth and development of UALSC as a whole with a focus on products for young people.

UAL Awarding Body

- To work with the discipline specialists within the UAL Awarding Body and the wider UAL community to ensure that the content of the young people's projects meet the educational needs of its learners and is continually updated in line with customer feedback and changes in creative disciplines.
- To work with the qualification development and other teams to ensure that appropriate learning is undertaken during the short course activity and that these qualifications are marketed and sold in an appropriate fashion.
- Work with academic, quality assurance and assessment specialists within UAL Awarding Body to ensure that content and assessments are fit-for-purpose and comply with all relevant regulatory requirements.

Other

- To work across UALSC and UALAB to identify other commercial markets for the young people's projects which might be in the UK or, in due course, overseas and may include development of bespoke products for specific clients.
- To work with the marketing and student recruitment teams across UAL and UALSC to ensure maximum marketing benefit is realised from this new type of activity including in ways that will benefit student recruitment for Foundation, degree and short courses.
- To be part of the broader Academic Enterprise team at UAL and to work with colleagues across the department to grow income from non-core sources for the benefit of the academic mission of the University.

As a senior member of the University the following applies:

- You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to regularly travel within London and the rest of the UK as necessary.

General

- Assume other reasonable duties consistent with your role, as determined by the Director of Academic Enterprise, which may be assigned to you anywhere within the University.
- To support the UAL sustainability manifesto
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work

- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness including ensuring compliance with GDPR legislation
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Key Working Relationships

Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

Internal

- UAL Short Courses Ltd: UAL Director of Academic Enterprise, Finance Manager, UALSC Business Managers, UALSC teachers and teaching support
- UAL Awarding Body: Director and Deputy Director UALAB, Head of Academic Standards and Chief Examiners,
- Academic Enterprise: other members of the Academic Enterprise management teams, Associate Director Finance, AEMSS operational team
- UAL: Academic staff, Associate Dean of Outreach

External

- Venue owners and managers
- Students and their parents
- Other clients
- Key suppliers

Specific Management Responsibilities

Budgets: Young People's Project development budget and, in due course, earned income targets and sales

Staff: Short Course Co-ordinator

Other (e.g. accommodation; equipment): External venues

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PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	<p>First degree or equivalent</p> <p>Sales, marketing and operational processes for customer focused, volume delivery business</p> <p>Understanding of UK and international educational landscapes</p> <p>Understanding of role and impact of regulators including Ofqual in UK at levels 1, 2 and 3</p> <p>Understanding of safeguarding regulations in the UK</p> <p>Valid UK driving licence (desirable)</p>
Relevant Experience	<p>Track record of significant profit delivery and growth in a similar or related business area with ability to generate business from project idea to closing the deal in UK and international markets</p> <p>Understanding of creative education at any level</p> <p>Experience of working in a multi-site educational setting with under 18s in the public or private sector</p> <p>Track record in operating as an entrepreneur including setting up a new business</p>
Communication Skills	Communicates in a compelling and influential way adapting the style and message to a diverse internal or external audience in an inclusive and accessible way.
Leadership and Management	<p>Motivates and leads effectively, setting the direction of multi functions and promoting collaboration across formal boundaries</p> <p>Leads the improvement of the student or customer experience and promotes an inclusive environment for students, colleagues or customers</p>
Professional Practice	Contributes to advancing professional practice in own area of specialism
Planning and Managing Resources	Effectively plans, prioritises and manages the delivery of complex projects or activities to achieve long term strategic objectives
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration including using networks to drive sales.
Creativity, Innovation and Problem Solving	Initiates innovative solutions to problems which have a strategic impact

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

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