

## JOB DESCRIPTION AND PERSON SPECIFICATION

**Job Title:** Associate Director Partnerships and Business Development, (Institute of Fashion, Textiles and Technology (IFTT) / Creative Economy)

**Accountable to:** Director, Institute of Fashion, Textiles and Technology (IFTT)

**Contract Length:** Permanent

**Hours per week:** 35

**Weeks per year:** 52

**Salary:** £53,011 to £64,032 per annum

**Grade:** 7

**College/Service:** UAL / IFFT

**Location:** John Princes Street and remotely

### About:

Working with the Director of the Institute of Fashion, Textiles and Technology, the **Associate Director Partnerships and Business Development** will play a key role (0.8) in the strategic development of the **Institute for Fashion, Textiles and Technology, UAL**. This will include development and execution of the IFFT's initial business plan (2021-2026), to raise funds for the IFFT through the establishment of partnerships from industry, academia and government, and overseeing delivery of contract research, research and development (R&D), knowledge exchange (KE), related UKRI bid development activity - and to build academic and professional skillsets around contract research and research-informed KE. The post holder will also support development of emergent contract research / KE in creative economy activity (0.2).

The Institute of Fashion, Textiles and Technology (IFTT) UAL, builds on the current delivery of a £5.5m AHRC Creative Research & Development Partnership (CRDP) award (2018-23), *The Business of Fashion, Textiles and Technology* (BFTT). BFTT is one of nine game-changing CRDPs, part of the Government's investment in the UK's creative industries, and a flagship Industrial Strategy Challenge Fund initiative.

The BFTT award delivery has established an ambitious portfolio of STEAM research and development initiatives spanning: sustainable design; environmental science; materials engineering and manufacturing; polymer chemistry; anthropology; business and management; computer science; digital design and production. An established programme of support for UK SMEs will disburse around £2.5m in funding (plus leveraged funds) by 2022 to progress SME led projects in collaboration with the wider academic CRDP (including Loughborough University; University College London; Queen Mary University; University of Leeds and Cambridge University).

Liaising with FTT related academics, world-leading industry partners, SME network and award recipients, the **Associate Director Partnerships and Business Development** will have access to advanced academic knowledge and expertise in the wider Fashion, Textiles and Technology (FTT) and adjacent sectors, and will support expansion and brokerage of high level industry, academic and government cross-sector partnerships to support the IFFT in the delivery of Business and Innovation leadership, and development of key skills pipelines informing the future shape of related industries.

**Purpose of Role****The post holder will:**

- Support strategic development of a Business and Innovation strategy for the UAL Institute for Fashion, Textiles and Technology (IFTT).
- Amplify the industry-led Fashion, Textiles and Technology (FTT) R&D activity undertaken as part of the £5.5m AHRC-funded CRDP award, the Business of Fashion, Textiles & Technology (BFTT).
- Increase UAL's income from external commercially-oriented funding opportunities via UKRI, Innovate UK, and contract research / knowledge exchange (KE).
- Support capacity and build of UAL's expertise in order to sustain a programme of FTT contract research and research-informed KE.
- Grow focused R&D partnerships nationally and globally with industry to build capacity and define the state-of-the-art in the field of FTT, related sectors, and creative economy.
- Establish specialist executive education provision (CPD) as an additional IFTT income stream, in association with UAL Short Courses Ltd.
- Contribute to UAL's Placemaking and KE objectives by convening relevant academic and industry partners via the IFTT, with the objective to be world-leading in FTT business and innovation.
- Establish IFTT, UAL as a leading provider of commercial R&D services for the FTT industry.

**Duties and Responsibilities:****General:**

- To play a key role as a member of the Institute of Fashion, Textiles and Technology's (IFTT) management team and in the strategic development of the Institute.
- To report to the Director of the IFTT, and work across UAL Colleges, Institutes and Research Centres.
- To support strategic development of the vision for IFTT and Experience Economy partnerships and business development activities, drawing upon established research, KE and academic priorities.
- To deliver business planning of the IFTT's income generating activities including an overarching strategic plan (2021-26).
- To establish the IFTT's annual operating plan, and key targets and performance indicators aligned to the IFTT Business Development delivery team.
- To work with academic and industry partners to identify appropriate UKRI funding opportunities (inc. Industry Strategy Challenge Fund, Innovate UK Grants, KTP, relevant R&D funding initiatives for SMEs and wider industry), and to lead teams on the preparation and delivery of applications to attract significant funding to IFTT.
- To implement strategies to enhance revenue by establishing new income streams and building on existing ones. This will include: identifying the business opportunities that arise from research and knowledge exchange (KE) activities; overseeing development of a portfolio of contract research, consultancy; and provision for specialist executive education opportunities.
- To prepare business development proposals for investment, including marketing analysis, negotiations with business partners, raising finance and preparation of business plans. And lead the business development of the Institute through licensing deals and other business development activities.
- To engage with established business and industry networks (including KTN, NESTA, Digital Catapult), and relevant national and regional economic development policies and strategies.

- To grow a specialist network of external contacts with private and public-sector partners who can advise and assist in the development, financing and management of business activities.
- To work with relevant UAL and partner University Research and Innovation Centres of excellence on the delivery of projects. In addition to colleagues in (e.g. Finance, Estates, Legal, Communications & External Affairs, etc.) in the realisation of larger scale strategic activities.
- To be responsible for the management, documentation, record keeping and issuing of regular reports on all IFTT business and innovation activities, including Higher Education Innovation Fund (HEIF) related activities, KE Framework metrics, identifying key issues, action points, and recommendations for Senior Managers.
- To contribute to the development of communication strategy and promotion of IFTT's core purpose, vision, mission and values.
- To contribute toward development of the UAL KEF and REF submissions, and impact planning.
- To serve on relevant UAL committees as appropriate.

**Other:**

- To perform such duties consistent with the role as may from time to time be assigned to you anywhere within the University.
- 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 to meet the requirements of the role and to promote organisational effectiveness.
- 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.

- IFTT Director / Deputy Director
- IFTT Co-Directors / Partner University leaders
- IFTT Industry and Associations (external e.g. BFC, UKFT)
- BFTT Project and Business Management Team
- BFTT SME Programme Academic Supervisors
- BFTT Programme PDRA SME Placements/Associates
- UAL Institutes
- UAL Research Centre Directors /teams, including Centre for Sustainable Fashion, Digital Anthropology Lab, Centre for Fashion Business Research and Innovation, Centre for Circular Design
- UAL Research Management and Administration Funding and Finance contacts
- UAL Business & Innovation teams / equivalent at partner Universities including Loughborough, Leeds, UCL and QMUL
- Workspace and Incubators leads (e.g. Fashion District, Fashion Innovation Agency (FIA) and Centre for Fashion Enterprise (CFE), LCF)
- UAL Research Management and Administration Funding and Finance contact

**Specific Management Responsibilities**

**Budget:** Yes

**Staff:** Yes

**Other:** As appropriate

## Person Specification

Specialist Knowledge/Qualifications	<p>Relevant degree and /or PG qualification or equivalent</p> <p>Academic and /or industry R&amp;D background (desirable)</p> <p>Knowledge of Research, KE and commercial activities within the Higher Education sector with specific understanding of creative sector.</p> <p>Knowledge of UK Industrial Strategy, and related national and regional economic development policies/strategies.</p> <p>Knowledge of creative industries, creative technology innovation, creative economy sectors, and adjacent sectors, e.g. bio-technologies, material engineering, artificial intelligence and machine learning, supply chain analysis, virtual and augmented reality.</p>
Relevant Experience	<p>Significant experience of developing a strategy and leadership for business development, innovation &amp; knowledge exchange.</p> <p>Experience in high level industry / HEI R&amp;D project planning, and management or equivalent is required.</p> <p>Experience with legal and contractual negotiations between HEIs and industry, including Intellectual Property.</p> <p>A proven track record of identifying and writing high value bids and applications for R&amp;D funding, innovation grants and other income streams.</p> <p>A proven track record of identifying and nurturing industry partnerships and collaborations with partner organisations, HEIs and businesses both nationally and internationally.</p>
Communication Skills	Communicates technical or specialist ideas or information persuasively adapting the style and message to a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads effectively, setting the direction of one or more function and promoting collaboration across formal boundaries.
Planning and managing resources	<p>Effectively plans and manages operational activities, large and multiple projects to achieve long term objectives.</p> <p>Excellent analytical skills.</p>
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration.

Student experience or customer service	Makes a contribution to improving the customer experience to promote an inclusive environment for, students, colleagues, industry or customers.
Creativity, Innovation and Problem Solving	Identifies innovative solutions to problems to bring a wider benefit to the organisation.

*Last update: December 2020*