

JOB DESCRIPTION

Job Title: Short Course Manager

Accountable to: Programme Development and Operations Manager

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £36,642 - £42,822

Grade: 5

College/Service: CSM Short Courses

Location: Kings Cross and other CSM Short Course Locations

Purpose of Role:

The Department of 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, the UAL Awarding Body, the Language Centre, and the college and research based enterprise, business and innovation operations. Academic Enterprise integrates and bolsters a wide range of business and client-facing work across the University, while also developing new products and services for new and existing markets.

Academic Enterprise is a successful, growing department with an anticipated combined turnover of £31m in 2016/17, mostly from B2C activities. There are approximately 230 staff working in Academic Enterprise operations in all UAL's colleges and central University services. Around 70,000 students study on short courses or qualifications offered by AE business units.

This post will lead the coordination team for short courses at Central Saint Martins to successfully deliver the annual programme of 800+ short courses, Study Abroad and portfolio courses, and customised training in line with the unit's income and profit targets. The post will need to take operational management decisions relating to short course delivery (tutors, locations, materials, and times of delivery), to liaise effectively with tutors, college academics, and technical and support staff, and to support health and safety compliance across the short course offerings.

Duties and Responsibilities:

- With the Head of Operations, manage the coordination of the full course programme, including short courses, portfolio preparation courses, online courses, the English Plus course, Residential courses, FESP Study Abroad, and Summer Study Abroad courses. This includes:
 - Room timetabling, and studio and space allocations and locations
 - Course resources, including materials and equipment
 - Appointment of appropriate tutors and support staff with approval of Head of Operations
 - Coordination of logistics for off-site course delivery, specifically for residential courses.
- To liaise closely with Central Saint Martins College staff, particularly Facilities, Timetabling and Events, in order to maintain communications and facilitate the optimum delivery of the short course programme in its offering of as many courses as possible, while also undertaking other college activities as required.
- To liaise closely with Central Saint Martins college staff, particularly the Health and Safety Officer, Technical Coordinators and CTR in order to maintain communications and ensure access to workshops and specialist studio spaces, and also to ensure courses are taught and supported by staff with necessary training and experience.
- To oversee the course confirmation and cancellation process, making decisions about cancelling courses that are non-profitable, managing the process with the Customer Service team, and working to encourage transfers and minimise refunds.

- To oversee course resourcing, including staffing, ensuring material supplies and equipment, monitoring budgeted costs, and making decisions when overspends on budgets can be allowed.
- To oversee the tutor contracting process, ensuring that contract details for tutors and technical staff are prepared by deadlines and that the tutor database is maintained, as well as liaising with the Finance team to ensure contracts are processed in a timely manner.
- To ensure that Health and Safety and Risk Assessment guidelines are maintained, implemented and adhered to by all tutors and students.
- To ensure course quality and student experience are monitored effectively across the full portfolio with opportunities for enhancement being captured, and to implement and maintain an effective course improvement cycle, working with other managers across units as required.
- To oversee the full course programme delivery, with problem solving as required, and to ensure minimal disruption to scheduled courses and consistent maintenance of a positive student experience.
- To monitor the customer complaints process, working with the Customer Service team, investigating complaints fully with the tutors when required, making decisions on any necessary refunds, and where necessary cancelling courses or substituting tutors in consultation with the Head of Operations.
- To work closely with the Head of Operations, reporting regularly on successes and any problems with regard to courses, tutors and students.
- To line-manage the Short Course Co-ordinators, run regular co-ordination meetings, implement decisions made, and ensure team work is carried out in an efficient manner that supports CSM staff, the tutors and students.
- To line-manage the Business Development Coordinator to ensure that resources are available for professional training and bespoke courses, and to help identify space and resources for such projects.

General:

- To perform such duties consistent with your 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 in adherence to data protection policies 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.

Internal

- Business Manager and Programme Development and Operations Manager
- Marketing Manager, and the whole of the CSM Short Courses team.
- Short Course Tutors
- Study Abroad Development Manager
- College Academic, Technical and Support staff
- College infrastructure team

External

- External clients (businesses, organisations and individuals)
- Partner institutions/organisations

Specific Management Responsibilities

Budgets: 800+ short course cost of sale (tutors and materials)

Staff: 4 x Short Course Co-ordinators/Administrators (direct reports), 1 x Business Development coordinator plus 2 x temporary roles

Other: e.g. accommodation; equipment

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Person Specification	
Specialist knowledge/ qualifications	<p>Educated to degree level.</p> <p>Proven track record of successfully managing and delivering large scale or complex commercial education activities, including budgeting and managing course viability.</p> <p>Experience of, and understanding of, the art and design FE and HE education system.</p> <p>Experience of using strong organisational skills to prioritise and deliver a varied workload.</p> <p>Experience of managing business and administrative processes, and undertaking systems and process improvements.</p> <p>Experience of using Learner Management Systems for course programme administration and management (desirable).</p>
Relevant experience	<p>Applies and shares knowledge and experience as necessary.</p> <p>Appreciates the diverse backgrounds of customers and stakeholders; can apply the correct communication style and has empathy with them.</p> <p>Experience managing staff across multiple sites.</p> <p>A strong ability to be tactful and diplomatic.</p> <p>Experience managing problems and conflicting demands, and prioritising effectively.</p>
Communication skills	<p>Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way.</p>
Leadership and management	<p>Motivates and leads a team effectively, setting clear objectives to manage performance.</p>
Planning and managing resources	<p>Plans, prioritises and manages resources effectively to achieve long term objectives.</p>
Teamwork	<p>Works collaboratively in a team and, where appropriate, across or with different professional groups.</p>

Student experience or customer service	Builds and maintains positive relationships with students or customers.
Creativity, innovation and problem solving	Suggests practical solutions to new or unique problems.