

Job Description and Person Specification

Job Title – Head of Public Engagement

Job Description	
College/Service Camberwell, Chelsea, Wimbledon	Location Camberwell, Chelsea, Wimbledon
Contract Length Permanent	Hours per week/FTE 35 / 1.0
Accountable to Associate Dean Learning Environments	Weeks per year 52
Salary £47,120 - £56,771 per annum	Grade 6

Job Description
<p>Purpose of role</p> <p>To lead and manage the CCW Public Engagement team to deliver a strategically prioritised programme of inclusive Public Engagement .</p> <p>To provide a focus and interface between internal and external stakeholders for reputational and public engagement activity.</p> <p>To ensure alignment of public engagement activities with strategic priorities and objectives.</p> <p>To provide clarity of voice for the communication of impact for multiple stakeholders and audience.</p>
<p>Duties and Responsibilities</p> <p>Decoding & Translation:</p> <ul style="list-style-type: none"> • To devise and deliver CCW-wide programme of external facing projects that develop collaborative, creative partnerships with key audiences and stakeholders in line with CCW strategic priorities and KPIs. • To liaise with key internal stakeholders (through committee membership:KE, Research and L&T) to identify and triage institutional activity in specific strategic areas. • To develop and maintain collaborative relationships with external stakeholders and community partnerships • To devise and implement a public engagement code of practice for all activities • To work with comms and marketing and academic teams to ensure coherence of messaging • To provide direction and management oversight of collaborative projects linking internal staff/student-facing opportunities with external clients, audiences, community groups and educational institutions which both support academic progress for undergraduate and

postgraduate students whilst providing qualitative and quantitative benefit for external stakeholders.

Professional:

- To work with academics and support teams in order to meet objectives on specific projects and ensure an excellent stakeholder experience.
- To contribute to the management of academic progression and performance through internal and external facing collaborative projects.
- To develop and manage client relationships with external partners to promote collaborative authorship of projects.
- Collaborate with internal senior management, academic staff and central teams to organise, manage and carry out appropriate projects.
- Align the priorities of internal and external stakeholders to develop relevant and innovative projects meeting multiple objectives.
- To work closely with CCW senior management in the development of the public engagement strategy and action plan.
- To work closely with CCW senior management to ensure effective overall communication, management and co-ordination of externally focused projects.
- To identify opportunities for the sharing of best practice and contribute to the presentation of these in an appropriate form (e.g. training/CPD).
- To collate, analyse and evaluate management information and data to provide evidence to underpin decision making and to recognise and interpret trends
- To work with a high degree of autonomy representing Executive Group and senior lead staff to undertake significant strategic project planning and management.

Quality, Management and Enhancement

- Provide leadership for the Public Engagement team to draw on expertise and devise a programme which reflects strategic institutional priorities.
- To measure impact and quality of projects and deliver evaluation reports in appropriate formats.
- To undertake high-level project planning and management, and to produce key documents, including reports for consideration by CCW Executive and external partners.
- To ensure that project priorities are communicated effectively to staff and stakeholders, and to monitor the progress of such work against agreed plans and timescales.
- To make decisions and resolve issues relating to projects/event as required on behalf of CCW Executive and other stakeholders.
- To monitor, document and report on all aspects of project management including budgets.

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 Staff Charter and Dignity at Work Policy, promoting equality, diversity and inclusion 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.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

Key Working Relationships - Managers and other staff, and external partners, suppliers etc. with whom regular contact is required.

- Reports to ADLE
- Programme Directors
- Associate Deans
- Communications Manager
- Business Development Manager
- Strategic Partnerships Manager
- Employability and Enterprise academic lead

Specific Management Responsibilities

Line management of:
Professional Practice Manager
Public Engagement Manager
Exhibitions and Conf manager
Administrator

Management of Public Engagement budget.

HERA reference:

Person Specification

Job Title - Head of Public Engagement

Grade - 6

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Person Specification		
Means of Testing - A=application I=interview T=selection task		
Specialist Knowledge/Qualifications	Degree in Art and Design or equivalent professional experience	
Relevant Experience	Demonstrates evidence of substantial experience of in public engagement, audience development, project/resource management etc.	
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	Motivates and leads effectively, setting the direction of one or more function and promoting collaboration across formal boundaries.	
Research, Teaching and Learning	Applies innovative approaches to leading programmes of activity that support excellent teaching, knowledge exchange and research through inclusive public engagement. Applies own research to develop best practice models for delivery of excellent stakeholder experience. .	
Professional Practice	Contributes to advancing professional practice though ongoing interrogation and development 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.	
Stakeholder experience or customer service	Leads the improvement of the stakeholder experience and promotes an inclusive environment for students, colleagues or customers.	

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Creativity, Innovation and Problem Solving	Initiates innovative solutions to problems which have a strategic impact.	
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