



JOB DESCRIPTION

Job title: Head of (Fashion and Textiles) Policy	Accountable to: Associate Director, Policy and Advocacy
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £56,530 to £68,282 per annum	Grade: 7
Service: Social Purpose Lab	Location: 272 High Holborn, London WC1V 7EY

UAL and public policy

UAL is a world-class university, shaping the creative industries locally and globally. It offers an extensive range of courses in art, design, fashion, communication and performing arts and is ranked second in the world for Art and Design in the [2023 QS World University Rankings®](#). Made up of six renowned Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts, UAL is home to a diverse body of over 20,000 students from over 130 countries.

At UAL we believe the world needs creativity. That's why UAL is a social purpose university, dedicated to nurturing creativity and deploying it to help solve the world's problems. At the core of our new 10-year strategy is a commitment to making the world a better place.

The policy and advocacy team has a vital role to play. We want to shape the policy landscape so that we have the tools to bring high quality education to more students than ever before and give our students the education they need to flourish in a changing world. We have ambitious targets including achieving net zero by 2040 and ensuring our workforce is 30% B.A.M.E by 2025. We need ambitious, creative and dedicated policy and public affairs professionals to join us and help us change the world through our creative endeavour.

What is the purpose of the role?

This is a brand-new role within UAL's expanding policy and advocacy team, as well as a first for the university in terms of using its influence to create positive change in the fashion and textiles sector. This is an exciting opportunity to work with the Associate Director, Policy and Advocacy to shape the direction of UAL's policy and public affairs strategy in the fashion and textiles space. The post sits within the University's recently formed Social Purpose Group. The group brings together communications, the new Social Purpose Lab, fundraising and UAL's recently launched Storytelling Institute. Together, the group will enable UAL to change and shape the world for the better.

The growing Policy and Advocacy team at the university has ambitions to position UAL as the leading institution on creative arts and design education policy, as well as a thought leader on issues affecting the creative industries more broadly. You will be working with experts throughout UAL who are already actively engaged with public policy as well as building and maintaining partnerships with political stakeholders and decision-makers at local to international levels.

You will build on and develop UAL as a leading voice on the issues facing both fashion and textiles education, as well as the fashion and textiles sector, making and evidencing the case for why the world needs creativity. This is a first for UAL and you will play an instrumental role in fine tuning the way in which we communicate our vision to policy makers at all levels, as well as to leading experts and opinion formers.

You will work closely with other Heads of Policy in the expanding Policy and Advocacy Team as well as leading and supporting departments around UAL in delivering integrated campaigns which represent and promote the university.

Duties and responsibilities

1. Plan and deliver an innovative and cross cutting policy and public affairs strategy which focuses on engaging and shaping national and international fashion and textiles policy by enhancing stakeholder engagement and developing relationships with key audiences i.e. MPs, Peers, civil servants, special advisers (etc) to deliver the UAL 10 year strategy and our ambitions around becoming a University of social purpose.
2. Identify and develop detailed strategies and campaigns to position UAL as a thought leader in fashion and textiles policy that are specific and measurable, and which showcase UAL as a world leading specialist institution.
3. Advise and support senior staff in their external stakeholder engagement with regards to fashion and textiles policy, for example producing briefings ahead of meetings, fact checking op-eds, speeches and preparing for media interviews.
4. Lead on horizon scanning of the external fashion and textiles policy environment to identify and maximise opportunities for influencing fashion and textiles policy at an international national, local and regional level which affect UAL as a world leading higher education institution.
5. Lead on the creation of a wide range of written policy outputs relating to fashion and textiles for various audiences including policy briefings, blogs, consultation responses, government facing communications and tenders.
6. Advise and support senior colleagues with engagement with relevant fashion and textiles bodies and regulators, for example responding to consultations, analysing the impact of policy changes and providing recommendations for next steps, and identifying and mobilising opportunities to shape the work of industry bodies and regulators such as the British Fashion Council, UKFT and others.
7. Represent UAL and its views at external meetings and events relating to fashion and textiles.
8. Plan and organise fashion and textile policy related events in line with UAL's key fashion and textiles priorities.
9. To have a deep understanding of the fashion landscape with particular focus on the sustainability agenda to ensure our policy agenda aligns with our mission to change the world through our creative endeavour.
10. Lead UAL's fashion and textiles network engagement strategy, ensuring that the university is well represented and is maximising opportunities through its relevant networks.
11. Be the first point of contact in the Policy and Advocacy team for major fashion and textiles policy announcements, ensuring SLT are briefed in a timely manner and working with the Head of External Communications and Associate Director Communications to ensure consistent external messaging where required.
12. Work collaboratively with Knowledge Exchange (KE) and Research (as well as Institutes) colleagues to raise the profile of UAL's world leading research in fashion and textiles to key policy audiences and advocate for KE and research policies which support UAL's world leading specialist institution status.
13. Line management responsibilities, ensuring relevant training is delivered.
14. Work in collaboration with the Head of External Communications and Head of Events to help manage and track stakeholder relationships.
15. Deputise for the Associate Director, Policy and Advocacy, as required.

Other conditions

As a senior member of the University the following applies:

1. You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
2. 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.
3. You may be required to regularly travel to other sites and internationally as necessary.

General

4. Assume other reasonable duties consistent with your role, as determined by the Associate Director, Policy and Advocacy, which may be assigned to you anywhere within UAL.
5. Undertake health and safety duties and responsibilities appropriate to the role.
6. Engage fully with the UAL anti-racism plans, in particular in the way they relate to policy and advocacy. Work in accordance with UAL's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
7. 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.
8. 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.
9. Conduct all financial matters associated with the role accordance to UAL's policies and procedures, as laid down in the Financial Regulations.
10. To personally contribute towards reducing UAL's impact on the environment and support actions associated with the UAL Sustainability Manifesto.

Key working relationships

- Senior representatives of UAL, including key governors and Executive Board members, especially the President & Vice-Chancellor, and Pro Vice-Chancellors.
- Chief Social Purpose Officer, Director of the Social Purpose Lab and the Associate Director, Policy and Advocacy
- The Communications department, and External & Internal Relations and Business & Innovation teams in each college, and the Directors of Academic Enterprise, Research, Knowledge Exchange, and academic colleagues
- Local MPs, councillors, members of the London Assembly and the Mayor's team
- Fashion policy institutes and research bodies including Creative UK, British Fashion Council and others.

Specific management responsibilities

Budgets: TBC

PERSON SPECIFICATION

<p>Specialist Knowledge/Qualifications</p>	<p>Excellent understanding of the UK political system and public policy environment in related fields. Close interest and understanding of fashion and textiles industry and policy, as well as understanding of higher education and the creative economy.</p> <p>Excellent political judgement, including issues management.</p>
<p>Relevant Experience</p>	<p>Experience in public policy campaigns and institutional strategy, probably gained in-house ideally in fashion and textiles.</p> <p>Experience of supporting senior decision-makers, including generating high-quality responses to government consultations, reports and designing successful meetings</p>
<p>Communication Skills</p>	<p>Excellent influencer, with demonstrable ability to build a broad national and local network in related policy fields.</p> <p>Excellent writing and presentation skills.</p>
<p>Leadership and Management</p>	<p>Experience of leadership and positive impact on regulatory/public policy opportunities and threats.</p> <p>Experience of line management, with ability to motivate, train and lead a small team, setting clear objectives and development plans to manage performance.</p>
<p>Professional Practice</p>	<p>Evidence of continuing professional development.</p>
<p>Planning and Managing Resources</p>	<p>Works with minimal supervision in a dynamic environment to deliver several projects simultaneously.</p>
<p>Teamwork</p>	<p>Delivers campaigns and projects collaboratively across the institution and through partners.</p>
<p>Creativity, Innovation and Problem Solving</p>	<p>Good strategist, having developed from scratch initiatives and campaigns that create measurable change.</p>