

**JOB DESCRIPTION AND PERSON SPECIFICATION****Job Title:** Director of Innovation and Business**Accountable to:** Head of Central Saint Martins**Contract Length:** Permanent**Hours per week/FTE:** 35 / 1.0 FTE**Weeks per year:** 52**Salary:** circa £63,000 per annum**Grade:** Deputy Director of Service level**College/Service:** Central Saint Martins and University Enterprise**Location:** Kings Cross**Purpose of Role:**

To take the lead on the delivery of income generation and knowledge exchange operations for Central Saint Martins across a wide range of activities. To have overall responsibility for the continued successful development of the Innovation and Business department and its constituent parts including: sponsored student projects, graduate consultancy, local engagement, event sponsorship and commercial hires. To develop new areas of activity and engage with new partners. To work across Central Saint Martins to help translate strategic innovation, business and other initiatives into core teaching, knowledge exchange or research activities.

**Duties and Responsibilities****Leadership and Management**

- To play a full and constructive part in the College Executive and provide strategic business development expertise to the College's business and income generating activities including contributing to the College's strategic plan and annual business plan and achieving agreed business plan targets.
- To work with the College Management Team and academic and innovation and business colleagues to further embed the vision for innovation and business within college research, knowledge exchange and teaching, and to align business and innovation activities with academic priorities.
- To contribute to the development of Academic Enterprise at UAL by representing the Colleges' on the Academic Enterprise Management Team; the Knowledge Exchange Working Group and the Regeneration Working Group.
- To engage with cross-University initiatives in the areas of Business and Innovation and to represent the Colleges in University projects and planning.
- To identify, develop and initiate new innovation projects which drive new ideas, networks and ways of thinking.
- To work with internal and external partners in order to identify appropriate funding opportunities and to lead teams on the preparation and delivery of applications to attract significant funding to the College.
- To be responsible for the management, documentation, record keeping and issuing of regular reports on all enterprise activities, including HEIF related activities.
- Working with the UAL Development department, to ensure that Business and Innovation clients, funders and partners are properly serviced and cultivated.

**Income Generation**

- To devise and implement strategies and business plans in order to enhance revenue by establishing new income streams and building on existing ones. This will include, but not be limited to: identifying, further developing and exploiting the business opportunities that arise from the College's research, knowledge exchange and teaching activities; leading the business development of the college through licensing deals, publishing and other business activities; developing consultancy and other knowledge exchange activities.
- To develop a 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 prepare business development proposals for investment, including marketing analysis, negotiations with business partners, raising finance and preparation of business plans.
- To maximise income from commercial hires and other uses of the college estate.
- To ensure that CSM maximises benefit for its students and graduates from the UAL department of Careers and Employability, and from clients who are able to provide employment and consultancy opportunities for graduates.
- To lead the cross-college process of meeting the annual financial targets for turnover and surplus for Innovation and Business activities, so as to contribute substantially to the College's core budget.
- Ensure cost effective client and partner relationship management, which maximises opportunity for income generation for appropriate clients.

**External Relations Operations**

- To oversee the development of the marketing of enterprise activities together with the Director of Internal and External Relations, ensuring that all marketing activities are in line with the broader College and University marketing agendas and plans.
- To ensure cost effective client and partner relationship management together with maximising opportunity and income generation for those clients for whom it is appropriate.
- To ensure enterprise activities and successes are broadly disseminated, both internally and externally.

**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**

- Innovation, Business and External Relations operations staff including the business development team, short courses staff, Visitor and Event Services staff;
- Head of College; College Executive Board; Associate Deans; Programme Directors and Course Leaders; University Enterprise Development; University Research Management & Administration staff.
- Clients, funders and partners of individual innovation and business projects
- College marketing and communications team
- Broader innovation and enterprise network.

**Specific Management Responsibilities**

**Budgets:** Management of Innovation and Business project budgets (approx. £2m), HEIF budget (£250k), other project budgets as appropriate

**Staff:** Direct reports: Business & Innovation managers: 8no  
Associated staff: 5no

Person Specification: Director of Innovation and Business	
Specialist Knowledge/ Qualifications	<p>First degree or equivalent</p> <p>Postgraduate level business qualifications in marketing, finance or other aspects of business (desirable).</p> <p>Knowledge of commercial and enterprise activities within the HE sector with specific understanding of arts and design sector.</p>
Relevant Experience	<p>New business and education product development experience in UK and international markets.</p> <p>Management of business development and operational teams in higher educational environment.</p>
Communication Skills	<p>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.</p>
Leadership and Management	<p>Motivates and leads effectively, setting the direction of one or more function and promoting collaboration across formal boundaries.</p>
Planning and managing resources	<p>Effectively plans, prioritises and manages the delivery of complex projects or activities to achieve long term strategic objectives.</p>
Teamwork	<p>Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration.</p>
Student experience or customer service	<p>Leads the improvement of the student and customer experience and promotes an inclusive environment for students, colleagues or customers.</p>
Creativity, Innovation and Problem Solving	<p>Initiates innovative solutions to problems which have a strategic impact.</p>

**Last updated: April 2018**