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## JOB DESCRIPTION AND PERSON SPECIFICATION

**Job Title:** Global Engagement Manager

**Accountable to:** Head of External Communications

**Contract Length:** FTC 18 months  
**Salary:** £49,534 - £59,644

**Hours per week/FTE:** 1.0

**Weeks per year:** 52

**College/Service:** Social Purpose Group

**Location:** 272 High Holborn

### Purpose of Role

Our reputation is key to our impact. It helps us attract the world-leading academic staff we need to deliver both teaching and research excellence. Our reputation is what gets our work, our ideas and our graduates into businesses, industries, and positions of power where they can change the world for the better.

This role will support UAL and our academic experts to build networks and impact among priority audiences including global academic leaders, businesses and entrepreneurs in our sectors, and policy makers at the highest level. They will do so by developing and implementing an outreach strategy to place UAL and our academic experts in the right media, conferences and public forums, building the profile of both individuals and the institution in support of our impact. Working closely with colleagues in UAL's 'Research and Knowledge Exchange' and 'Global Engagement' teams, the post-holder will use marketing, communications, and external affairs methods to raise the profile of our impactful research, innovative practice and thought leadership, and build social purpose partnerships that can deliver on of our strategic objectives.

### Duties and Responsibilities:

#### Outreach

- Develop and implement a strategic approach to improving UAL's reach and reputation among leading academics in peer institutions, business leaders and entrepreneurs in areas of the university's specialist expertise, including:
  - Development of UAL's reach and profile with peer institutions and strategic partners in priority regions and markets
  - Engagement by UAL's leading academics with priority international networks and membership organisations
  - Profiling engagement of UAL's academics in transnational education initiatives that support our social purpose mission
  - Promoting constructive engagement with influential ranking/profile organisations (eg. QS)
- Work with our leading academics and external partnership managers to develop and support their approach to outreach, impact and influencing, in line with strategic priorities.
- Develop ways of measuring and monitoring our progress on this agenda, including tracking contacts, relationships and opportunities
- Develop a process for stakeholder mapping which identifies priorities, minimises duplication, and supplements existing processes and relationships with communications, marketing and external affairs activations.

### **Content development**

- Produce written and visual content, independently and with colleagues, to support outreach goals; including for paid, owned and earned media channels.
- Manage a marketing, communications and outreach budget to support these activities.
- To keep up to date with emerging trends, industry news, social media and industry contacts (nationally and internationally) to ensure that opportunities and content are closely aligned with the emerging futures for our academic specialisms and relevant industries.
- Identify key events and opportunities for content, contributing to the editorial calendar as a member of the Communications team.
- Keep in touch with key news and culture stories, industry updates and audience behaviours, constantly looking for ways to engage new contacts and contributing ideas for campaigns.

### **Shared working**

- Act as a member of the League Tables steering group which oversees UAL's submissions and approach to UK and global rankings systems including Guardian, Times Higher, People and Planet and QS World Rankings, and promote constructive engagement with these organisations.
- Work closely with the Research Management and Administration to support their Impact goals.
- Work closely with the Global Engagement Office to optimise the impact of UAL's global partnerships.
- Work closely with Knowledge Exchange and the Business and Innovation teams within UAL's six colleges to fully leverage the reputational value of UAL's extensive work with external organisations from the public, private and third sectors, many of whom are global brands with significant influence, profile and reach.

### **Relationship management**

- To ensure contacts are regularly updated in UAL's customer relationship databases.
- Adopting a personalised approach to relationship building by keeping in touch with academic and industry opinion formers.
- Working in collaboration with the Events team to ensure key contacts are invited personally to UAL and college-level events.
- To be an active bridge between the communications, development and events functions in the context of global relationships.
- Work with the Head of Alumni Relations and team to network with key UAL alumni internationally as required.
- To be available alongside other team members to host international guests or delegations from existing and prospective international partners

### **Work within the University's policies to:**

- Perform (from time to time) such duties consistent with their role level, assigned to them anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equality, Diversity and Inclusion agenda and the Staff Charter, promoting Equality and Diversity in their work.
- To personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- Undertake continuous personal and professional development.
- 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.

- 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:

- AD Communications
- Director of Strategy and Knowledge Exchange
- Global Engagement Office team (Director of Global Engagement and Head of Global Partnerships)
- College International Office teams
- Head of Events
- Director of Planning
- Head of Alumni Relations
- B&I teams
- RMA
- CSPO and DVC RKEE
- AD Brand and Creative Services

Specific Management Responsibilities

Budgets: Under review; £20-40k per annum.

Staff: No

**Person Specification**

Specialist Knowledge/ Qualifications	<p>Understanding of research and thought leadership within the creative industries.</p> <p>Understanding of academic and creative industries audiences.</p> <p>High level of written, verbal and visual communication skills.</p>
Relevant Experience	<p>Proven experience delivering measurable improvements in reach and relationships through communications and/or marketing (essential)</p> <p>Experience developing PR or marketing strategies for authors, thought leaders and/or academics. (desirable)</p> <p>Experience working to secure communications outcomes in non-UK markets (desirable)</p> <p>Experience developing outreach, marketing and/or communications strategies to reach specialist</p>

	academic audiences and/or leaders in creative industries. (desirable)
Communication Skills	Communicates effectively orally, in writing and/or using visual media
Leadership and Management	Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems

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.