

Academic Director/Professor of Digital Transformation

Candidate Pack – November 2018

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University of the Arts London Academic Director/Professor of Digital Transformation

Executive Summary

University of the Arts London is the world's sixth best university for Art and Design in the QS World University Rankings® 2018. It offers an extensive range of courses in art, design, fashion, communication and performing arts, with graduates going on to work in and shape creative industries worldwide.

The University is seeking to appoint an Academic Director/Professor in Digital Transformation to provide senior dedicated leadership in the creation and implementation of the UAL Digital Vision and Strategy. The Academic Director/Professor in Digital Transformation will lead digital change programmes, to ensure that UAL develops a world leading digital environment that allows their staff, students and graduates to respond to the needs of, as well as shape the creative and digital arts and industries. This individual will work collaboratively with key stakeholders, including the Deputy Vice-Chancellor (Academic), Pro Vice-Chancellors/Head of Colleges, College Digital Leads, Dean of Teaching and Learning, Director of IT Services, Director of Library and Student Support Services and the Dean of the Creative Computing Institute to identify and realise academic digital developments, digital learning and teaching methods, and enhancing digital expertise within the organisation. They will also work closely with teams as UAL embarks on an ambitious building programme with new sites for the London College of Communication (LCC) in Elephant and Castle and the London College of Fashion (LCF) in Stratford, helping to shape the digital learning environment both within the new sites and across the wider UAL estate.

Candidates will have experience of successfully managing and delivering digital transformational change within a Higher Education environment.



Organisation

The University is made up of six renowned Colleges and its recently established university wide Creative Computing Institute, each with its own world-class reputation. Their state of the art facilities include workshops with letterpress machinery, studio theatres and gallery space, as well as libraries and archives for research into hundreds of years of the greatest artists and designers. They are as follows:

- **Camberwell College of Arts:** Camberwell offers courses in fine art, design and conservation. Its unique studio culture gives students the freedom to explore their creativity and use facilities that embrace traditional craftsmanship and digital technology;
- **Central Saint Martins:** Central Saint Martins is a world leading centre for art and design education. Its reputation is based on its graduates' achievements and the creative energy of staff and students;
- **Chelsea College of Arts:** Chelsea specialises in curating, fine art, graphic design communication, textile design, interior and spatial design. It provides students with a stimulating space and supportive atmosphere so they can develop their practice;
- **London College of Communication:** London College of Communication is a pioneering centre for design and media education. It works at the cutting edge of new thinking and prepares its students to define the future of the creative industries;
- **London College of Fashion:** London College of Fashion is a leading global provider of fashion education, research and consultancy. It offers undergraduate and further education courses, integrated and postgraduate masters, research degrees and short courses;
- **Wimbledon College of Arts:** Wimbledon has a range of fine art, theatre and screen design courses. It encourages practical experimentation as a way to learn the skills needed for a successful career in the arts.
- **Creative Computing Institute:** The UAL Creative Computing Institute (CCI) offers innovative new courses, research opportunities and a public platform to explore computer science and creative practice

The University has launched the careers of many creative and cultural leaders, for example:

- over half of all Turner Prize winners since its inception in 1984 are UAL alumni or current staff;
- 36 of the 77 Royal Academicians are UAL alumni, serving or former staff;
- almost two thirds (62%) of the recipients of British Designer of the Year are UAL alumni;
- 14% (20) of the current Royal Designers for Industry are UAL alumni;
- over half of the fashion designers that showed at London Fashion Week A/W 2016 are UAL alumni;
- multiple winners in the most prestigious art and design awards: from the BP Portrait Award; Jerwood Prize; Taylor Wessing Photographic Portrait Prize; Minerva Medal; BAFTAs, Golden Globes and Oscars.

Strategic Plan

The University has launched an ambitious seven-year strategy [2015-22](#) with four key strategic areas that will ensure UAL continues to be a world-class place of learning.

As a creative university, its future is formed by the imagination, energy and skills of their staff, students, alumni and of the many academics from other institutions who work closely with them each year.

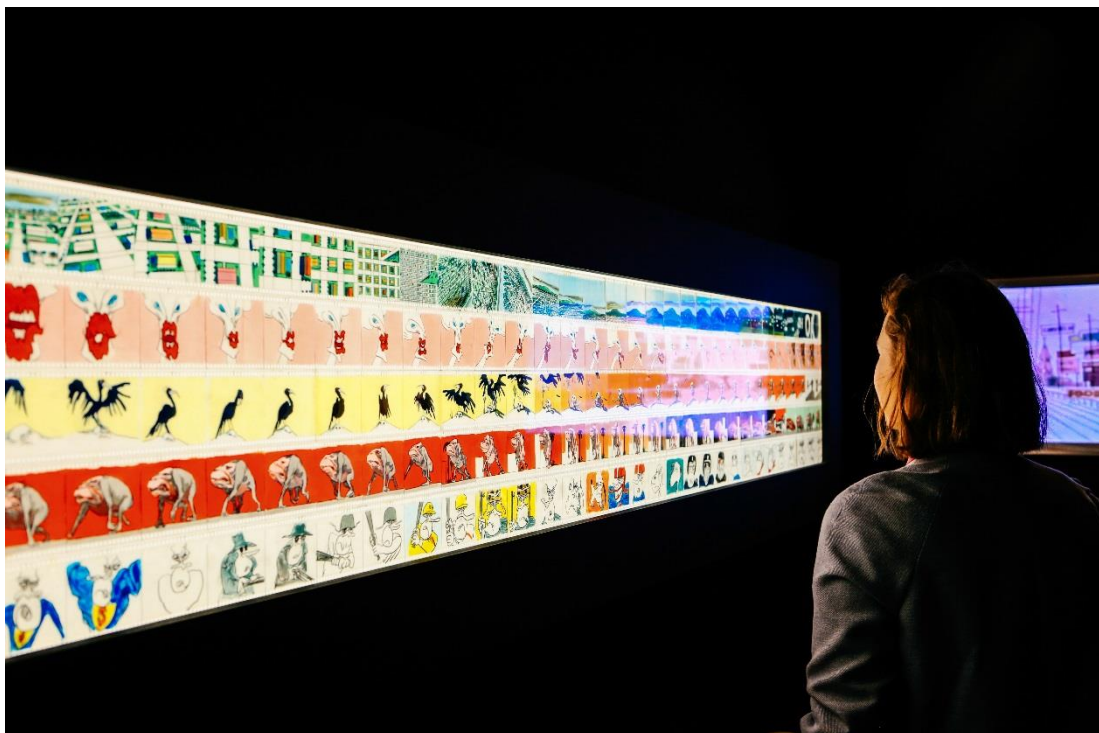
There are four major aims in UAL's strategy. First, to be the best teachers in creative education. Second, to generate new knowledge that will address the challenges of today, fascinate students and grow its income. Third, to increase its influence and impact as they become a global university. And fourth, to build the best physical and digital context for creative education, valuing traditional tools and workshops as much as emerging technology.

Learn more about UAL's four strategic areas via the links below:

- [Transformative Education;](#)
- [World-leading Research and Enterprise;](#)
- [Communication and Collaboration;](#)
- [Building an Inspirational Environment.](#)

Academic Strategy

Closely linked to the UAL Strategy 2015-2022, the Academic Strategy outlines how, through maintaining what is already strong, committing to sustained enhancement, and identifying new possibilities, UAL will become more than a leading specialist creative institution.





Role Description

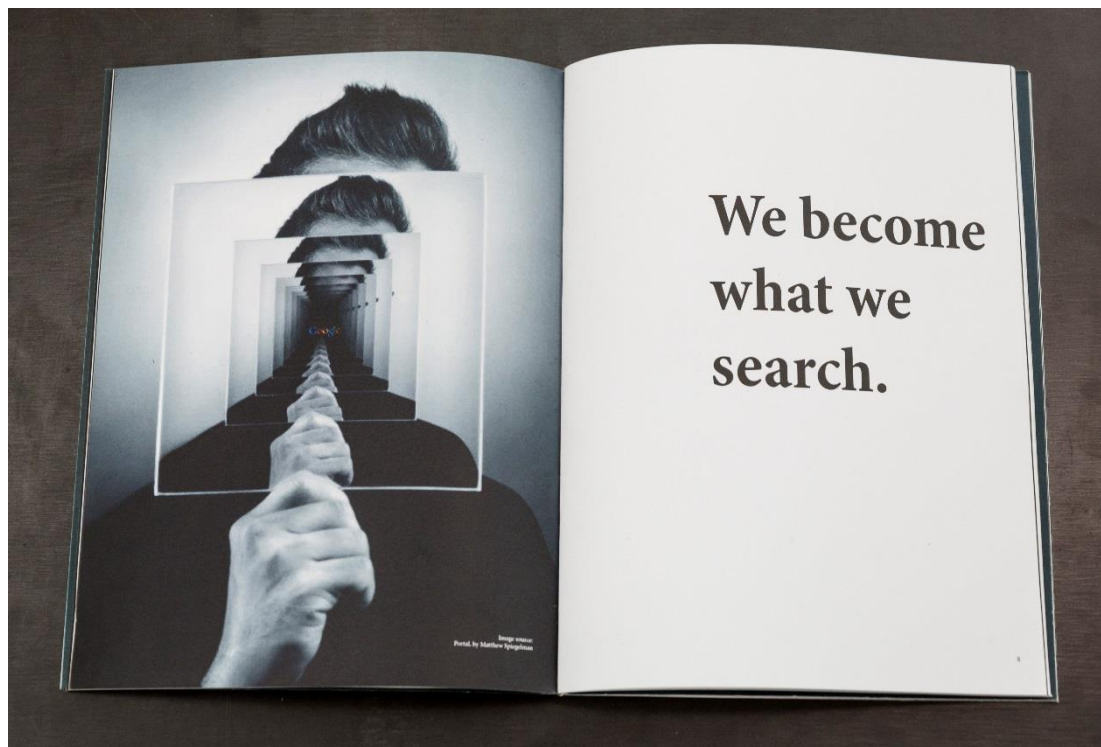
Working closely with the Deputy Vice-Chancellor (Academic), Pro Vice-Chancellor (Digital) and across university stakeholders, the incoming Academic Director/Professor of Digital Transformation will be responsible for creating and delivering a vision for the digital ecology of UAL and drive forward a programme of strategic direction.

Main duties and responsibilities include:

- being an agent for change, championing and supporting digital transformation across UAL;
- working with the Pro Vice-Chancellor: Digital and Deputy Vice-Chancellor (Academic) in leading the development and implementation of the UAL Digital Vision and Strategy, ensuring the development of high quality, innovative and creative digital provision at UAL in terms of taught programmes, research, innovation and academic enterprise;
- building and developing digital communities across UAL, working collaboratively with colleagues to fully understand their particular practices and needs;
- working at a strategic level with stakeholders to identify, prioritise, lead and manage digital transformation opportunities and to translate strategic intent into change initiatives, programmes, projects or task groups, designing implementation plans that are credible in terms of resource requirements, timescales and outcomes;
- contributing to the development plans for the new campuses at Stratford and Elephant and Castle, ensuring the new sites are equipped to respond to new developments in digital pedagogy and modules of delivery and in turn that these new developments are shared across UAL to engender a digital step change across the University;
- working collaboratively with the Pro Vice-Chancellors/Heads of College and their nominated leads to develop the digital offering at UAL, supporting the development of courses and programmes that complement and build upon UAL's existing portfolio whilst responding to the rapidly transforming needs of industry and recruitments markets, ensuring that UAL graduates are fully equipped for their digital working lives;
- leading and driving forward innovations in digital teaching and learning, both within UAL and externally, and to be the point of knowledge and expertise for the University;
- contributing to excellence in teaching and learning across UAL, and to stay abreast of developments in digital teaching and learning through scholarly activity, professional practise or research, ensuring that these developments are reflected in the learning and teaching methods across UAL;
- working collaboratively with stakeholders, building on existing digital partnerships and developing new collaborations to enhance the student experience and graduate outcomes;
- developing a culture in which individuals are focussed on digital and accordingly rethink ways of working;
- working with the Director of Human Resources to develop an academic digital Continuous Professional Development programme for staff and to support them in developing their skills and understanding;
- ensuring digital change programmes comply with UAL's governance oversight and risk management;
- providing financial and risk management oversight;
- ensuring projects are conducted in a way that is efficient and effective, representing best value for money.

In addition, the post holder will be expected to:

- fully utilise University and other information and communication technologies in order to facilitate and enhance students' learning experiences and organisational effectiveness;
- perform such duties consistent with the role as may from time to time be assigned to you anywhere within the University;
- undertake health and safety duties and responsibilities appropriate to the role;
- work in accordance with the University's Equal Opportunities Policy 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, and to support it for any staff they manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities;
- 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 organizational effectiveness;
- conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulation.



Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

- relevant Post Graduate qualification;
- PhD or significant and demonstrable research credibility (*desirable*);
- demonstrable knowledge of academic provision, trends and issues in UK Higher Education;
- experience of leading and managing digital change, to improve the effectiveness and efficiency of academic activities;
- a significant record of teaching, research and/or professional practice within Higher Education Institution;
- relevant experience of Quality Assurance policy, processes and procedures;
- relevant experience of developing teaching and learning strategies and methodologies with regards to leading digital development;
- considerable experience of leadership and management including effective management of resources and budgets;
- experience of successful management and delivery of digital transformational change within a HE environment, including culture change and managing stakeholder expectations;
- demonstrable experience of developing and sharing best practice within and outside the organisation;
- an ability to communicate persuasively and with gravitas, adapting the style and message to a diverse internal or external audience in an inclusive and accessible way;
- ability to motivate and lead effectively, setting the strategic direction and promoting collaboration across formal boundaries;
- applying innovative approaches in leading academic programmes, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity;
- contributing to advancing professional practice/research or scholarly activity in own area of specialism including external networks and conferences;
- effectively plans, prioritises and manages the delivery of complex projects or activities to achieve long term strategic objectives;
- contributing effectively to a senior leadership team, setting the strategic direction for one or more functions and fosters constructive relationships across the organisation;
- providing effective strategic leadership for enhancing the student or customer experience to promote an inclusive environment for students, colleagues or customers;
- initiates innovative solutions to problems which have a strategic impact.

Appointment Details and How to Apply

University of the Arts London is being assisted in this appointment process by the executive search firm Society.

Applications should consist of a CV, accompanied by a brief covering letter addressing the criteria in the Person Specification. To upload these documents via Society's website, [click here](#).

The deadline for receipt of applications is midday (GMT) on **Monday, 7 January 2019**.

An initial longlist of candidates will be invited to have more in-depth conversations with Society during the weeks commencing **14 January 2019 to 21 January 2019**.

Shortlisted candidates will be invited to interview with University of the Arts London on **Tuesday, 19 February 2019**.

An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary that is commensurate with their experience and the seniority of their new role.

