



**Harper Adams
University**



**Director of
Marketing &
Communications**

Foreword.....	3
Harper Adams: past and present.....	4
Harper Adams: challenges and opportunities.....	7
Structure and Management.....	9
The role.....	12
<i>Specific Areas of Responsibility</i>	
<i>Key Accountabilities</i>	
<i>Person Specification</i>	
<i>Terms of Appointment</i>	
<i>Appointment Process and how to apply</i>	
Appendix One – Mission, Vision and Values.....	17
Appendix Two – Summary Facts and Figures.....	18
Appendix Three – Living in Shropshire.....	19



Foreword by the Vice-Chancellor

Harper Adams University has an enviable reputation in the field of higher education and has also remained true to its core values in agriculture, whilst meeting the ever increasing challenges faced by rural areas nationally and internationally.

The University provides specialist higher education across a broad range of subjects relating to the land, food and environment and the businesses associated with them. It has just over one-fifth of all undergraduate agriculture students in the UK and the only undergraduate provision in agricultural engineering. It is developing its postgraduate and research capabilities, with significant recent growth in applied research projects and associated income. It also has sound relations with selected international partners that are helping to develop the global profile of the institution. Closer to home, the University's estate has seen significant investment and plans are in place for further exciting developments that will keep Harper Adams at the forefront of provision for its students and staff.

This is an institution that is close to the industries with which it works and is heavily involved in far-reaching developments in the rural sector. Our founder wanted to support practical and theoretical education, which we still deliver today and, in some respects, our provision is unique within the UK higher education system. We have a strong reputation for our organisational management, governance and academic performance which has led to national recognition in a number of arenas. Our work has been ground-breaking and innovative, resulting in Times Higher Education and Times Higher Education Leadership and Management Awards in 2008, 2011, 2012, 2014, 2015, 2016 and 2018 along with a number of other industry awards over the same period.

We are a strongly independent institution with taught and research degree awarding powers, but at the same time we work collaboratively with a range of university and college partners. Our latest initiative is a new Veterinary School, in collaboration with Keele University, that will launch in 2020.

We have maintained a strong financial performance, and intend to continue to work towards meeting stretching academic targets as part of our Strategic Plan.

The role of Director of Marketing and Communications is critical to ensuring that we are able to respond to the challenges that face all Higher Education Institutions in an environment where there will continue to be rapid changes in funding and in the shape of the sector.

The Director of Marketing and Communications will help us meet our objectives by delivering a strong academic and institutional external profile, an inclusive and supportive academic community and contributing directly to the recruitment of students, the promotion of our research and the development of our collaborations with industry. As a member of the Vice-Chancellor's Management Team and the University Executive the appointee will play an important role in the wider development of policy and strategic decision making.

The post involves working effectively with the managers and staff of the University, our students as well as members of the Board of Governors. Attention to detail and the ability to be innovative and creative in the construction of our marketing and communications campaigns and the leadership of our marketing and communications team are key aspects of the job.

We hope that the information provided within this document will be helpful to those considering an application for this important role and, should you decide to apply, we look forward to welcoming you to Harper Adams University.

**Dr David Llewellyn
Vice-Chancellor
Harper Adams University**

Harper Adams Past and Present

Brief History

Harper Adams was established in 1901 following a major bequest by local landowner Thomas Harper Adams. Throughout its history it has been dedicated to the founding principle of 'teaching practical and theoretical agriculture', bringing these traditions together in academic practice whilst serving the needs of rural businesses and communities.

Combining applied scientific investigation with the provision of support to industry, from short courses to consultancy, has remained a feature of all the activities the University has developed over the years and has resulted in strong relationships between the institution's academic activities and the business world and its position as a leading UK academic institution in its field.

Today, Harper Adams has an enviable reputation within the higher education and rural sectors as a centre of academic excellence.

Size

The University has a headcount of nearly 5,000 students, just under 600 staff, a third of whom are academic staff, and a turnover of over £40

million in 2017/18. The University has a national recruitment base and has maintained student intakes over the last few years. Further modest growth in student numbers is projected as part of our Strategic Plan, focusing in particular on UK students, a small number of international partnerships, maintenance of our workforce development programmes and growth of our postgraduate community.

National Profile and Reputation

Harper Adams is the leading specialist institution of its kind within the UK, as measured by scale and through a number of key indicators and league tables across the higher education sector. It was ranked in the top 35 HEIs in the UK in the 2019 Sunday Times University Guide, a significant achievement given that this was only the 11th time the University had been included in the full league table. This was also the joint highest position achieved by a post-1992 university.

Academic Quality

The last 10-15 years have been immensely important in the evolution of the institution. Harper Adams became a University College in 1999 and was granted research degree awarding powers in 2006. During this period the institution grew in stature and reputation through the high quality of its teaching activities and the relevance of its research.

We were awarded the only Centre of Excellence in Teaching and Learning for the land-based HE sector. A major development programme for workforce development, starting in earnest in 2008/09 and financially supported by HEFCE until 2012/13, evolved from our Employer Engagement activities. This continues to be one of the key ways that Harper Adams supports its industry partners to remain abreast of innovation and best practice.

Harper Adams was awarded University Title in December 2012 and has since developed rapidly as a centre for research with impact and as a major contributor to the supply of graduates for the agri-food chain and related sectors.





Student Experience

Harper Adams, by virtue of its campus and rural location, offers a great experience for its students, whether domestic or from overseas. With some of the strongest ratings in the National Student Survey (joint eighth in the HE sector in 2018) the community feel of the University underpins its ethos and its student-centred approach.

Whilst Harper Adams has a relatively high proportion of students from lower socio-economic groups in the UK, it also has some of the highest continuation rates and is routinely within the top 20 institutions in sector employability performance indicators.

Broadening the Academic Base

Although its roots lie firmly in the world of agriculture, the University has sought to ensure that it tackles a wider range of subjects of importance to the well-being of rural businesses and communities whilst maintaining its distinctive

character and mission. As such the traditional subject mix has been broadened with new areas such as food, off-road vehicle design, veterinary nursing and, most recently, environmental science, veterinary physiotherapy, mechanical engineering and applied zoology. The University is widely regarded as a centre of excellence in land based and rural higher education, as witnessed by the institution being ranked 'Best Modern University' by the Sunday Times University Guide in 2017, 2018 and 2019 and its 2014 shortlisting for the title of University of the Year in the Times Higher Education Awards.

Harper Adams has also sought to extend the international scope of its work at a time when high-quality applied science is a critical factor in addressing global problems relating to food supply, environmental management and climate change. Courses are structured to make the most of the University's multidisciplinary environment, and each involves a sandwich placement period in a relevant business.

Investment in the Estate

The University farms a 635ha estate in rural Shropshire, made up of owned and leased farmland, all in the local area. The central campus is surrounded by the University Farm, which is an important resource for the institution's academic activities.

The original purpose-built facilities are complemented by major recent investments in halls of residence, a new Student Centre in the heart of the campus, a modern dairy unit, the Bamford Library, new teaching facilities such as the Weston Building, the Elizabeth Creak Laboratories and the Agricultural Engineering Innovation Centre. A Regional Food Academy and a Postgraduate and Professional Development Centre were opened in 2009/10 and other smaller capital developments have included additional veterinary nursing facilities and a new Entomology laboratory. Other parts of the University farm and academic facilities have recently been refurbished or are scheduled for medium-longer term investment.

The University has partnered with Dairy Crest in the creation of its £4m Innovation Centre on our campus. The Innovation Centre is the home of Dairy Crest's 40-strong R&D and new product development team, and is providing a route to collaboration with the company in a variety of fields.

The new Harper and Keele Veterinary School will see a major capital development in the period to July 2020.

Development of Research

Harper Adams receives funding for its research from industry sources as well as from other funding bodies including Innovate UK, the Research Councils and, recently, European research programmes.

In the 2014 Research Excellence Framework, all of the University's submitted research was rated as internationally important and 56% was rated as internationally excellent or world leading.

Our research strategy is based on the theme of sustainable agrifood and land systems with particular strands in livestock and crop production and engineering and precision farming and their impact on, and relationship with, the food supply chain, food security, land use and natural resource management.

The University has excellent infrastructure to support its research including modern laboratories, engineering facilities and ready access to the University Farm, as well as technical staff and a thriving community of postgraduate and postdoctoral researchers. We have also successfully recruited researchers from a number of other leading universities.



Harper Adams: Challenges and Opportunities

Changing Needs

As a small and specialist higher education institution, Harper Adams faces a number of unique challenges and opportunities over the next few years. Foremost amongst these is the requirement that the University must continue to evolve in order to meet the diverse and changing needs of the rural economies and communities that make up the UK's rural sector and, in particular, the agri-food chain.

The agri-food sector currently employs around 4m people (some 14% of the UK's workforce) and is the largest manufacturing component of the UK economy. Higher education can be expected to be called upon to play a role in stimulating economic growth as well as in providing high quality graduates to serve the needs of existing and future rural businesses.

Global Trends and Issues

At the same time, the global challenges faced by rural areas are significant. Recent reports have highlighted that a key scientific challenge for the coming decades is to feed a growing world population by maintaining growth in agricultural productivity in the face of deteriorating environmental conditions, issues of food security, including animal welfare and disease, the need to reduce greenhouse gas emissions and changing diets because of global growth in per capita income.

DEFRA has recently prepared a new Agriculture Bill to address these issues and the national Agri-Technology Strategy is expected to further support scientific and technological innovations in this area. The University is by no means alone in working on this agenda, but is in a position to forge effective academic and business partnerships that will combine resources to address these major problems.

Maintaining and Building on Success

At the heart of the institution is the need to ensure that Harper Adams continues to provide a vigorous range of excellent courses that are attractive to students and their potential employers. The University's approach has been



facilitated by the interplay between a strategic focus on the quality of the student experience and the resultant well rounded and highly employable students; a deep embedding in the rural and land-based industries and organisations it seeks to serve; and the continuous improvement and development of teaching, research and the learning environment.

A significant amount of work behind the scenes by academic and support staff has ensured that the quality of academic provision is amongst the best in the sector. The collegiate atmosphere fostered by the relatively small scale of the University has been a strength that the institution does not want to lose during the forthcoming period of development.

Growing the Research Base

The University must continue to grow its research profile to be able to contribute to policy and practice in the food security debate. Further work is needed to continue the development of the priority areas in which the University's research can be harnessed and strengthened. The results of the 2014 Research Excellence Framework allowed a limited amount of new investment in support of these activities and further work to win new grants and consultancy income streams has been gaining ground as we prepare for the next Research Excellence Framework exercise in 2021. One example is our world first 'Hands Free Hectare' project which was covered in the press in 86 countries.

Financial Sustainability and Growth

A sound financial strategy, along with the critical economies of scale and academic breadth will be crucial for Harper Adams as it seeks to further its success and impact on the national and international stage. The pursuit of such areas as research, industry collaboration and growth in student numbers have all helped to create a more viable and confident long-term financial platform in the context of uncertainty surrounding government funding over the next few years. However, further diversification of income streams will be needed in the future so as to facilitate growth. Hand in hand with this, the Harper Adams University Development Trust is playing an increasingly important role in fundraising for planned developments and has also been successful in attracting scholarship support for our students. The Trust is continuing a targeted fundraising campaign for capital and scholarship funds.

Responding to Changes in HE Policy

Other challenges faced by the sector include potential changes arising from the new regulatory framework, the introduction of the Subject Level Teaching Excellence Framework and financial changes in the sector, the impact of the 'demographic downturn', globalisation of HE

provision and continuing competition between institutions for the best possible students. Harper Adams will need proactively to locate itself, and its voice, at the heart of developing policy and best practice so as to respond effectively and forthrightly to these and other issues facing the higher education sector.

Further Investment in Facilities and Staff

The University is well under way with the latest phase of its capital development programme. It is essential that the programme, which will include the construction of a new Veterinary School building, is supplemented on an on-going basis, thereby ensuring that Harper Adams continues to remain at the forefront with the very best in terms of its estate (land and accommodation), its teaching and learning environments and the most up-to-date facilities for its research staff. However, the physical infrastructure will only be of value if staff and students alike feel that they work and study in a positive and vibrant environment. To this end, a key focus of the University and for the Director of Marketing and Communications will be ensuring that the University's community feels connected with its key objectives and the development of the institution.

Raising the University's Profile

The University needs to ensure that it is also well connected at various levels with rural businesses, the agricultural industry, government and regional and local agencies. Harper Adams is the only 'home grown' higher education institution in Shropshire and, despite its national role and student recruitment base, needs to ensure that its interests are represented within the local community and that it is able to support local and regional development priorities.

Activities such as the Regional Food Academy and the creation of the National Centre for Precision Farming have provided a solid platform for the University and the potential for a critical geographic 'cluster' of excellence with significant national and international profile. With more than 380 students from overseas, including well established undergraduate courses in collaboration with three leading Chinese institutions, and a thriving range of postgraduate courses, the University has a growing interest in developing a higher international profile.





Structure and Management

Board of Governors

The Board of Governors is the governing body and is responsible for matters including the finances, property and staffing of the University. It is specifically required to determine the educational character and mission of the institution and to set its general strategic direction. The Board has a number of committees covering finance, estates, staffing, audit and risk management, governance, health and safety and the remuneration of senior staff. Comprising a maximum of 23 members, up to 12 of whom are independent of the University, the Board also includes the President of the Students' Union, the Vice-Chancellor and three elected staff representatives.

Independent members of the Board play an important role in the life of the University and provide vital insights into external organisations and trends within the specialist areas covered by the institution. The Board meets four times a year, and one of these meetings involves a strategic planning session, typically held in conjunction with members of the University Executive.

The Finance and General Purposes Committee and Audit and Risk Management Committee both meet four times a year. The Director of Marketing

and Communications may have responsibility for preparing a range of agenda papers and/or presentations for the Board, and both of these important Committees, in relevant areas of marketing activities or more general aspects of University business.

Academic Board

The Academic Board, chaired by the Vice-Chancellor, is the main academic decision-making body of the University. It has 27 members, including student representatives along with a member of the Board of the Governors, providing a link between the governing body and academic decision-making within the institution. The Academic Board's responsibilities include learning and teaching, research, knowledge exchange and matters relating to student welfare. It also considers and contributes to major strategic developments and academic policies.

University Executive

Regular meetings of the University Executive are chaired by the Vice-Chancellor and cover the development of policy and strategy. The Executive consists of the Vice-Chancellor's management team and heads of academic departments, and is a major forum for debate and communication on a range of issues where advice is required to inform decision-making by the Vice-Chancellor. The Director of Marketing and Communications is a member of the University Executive.

Management Team

The Management Team is led by the Vice-Chancellor. It includes the Deputy Vice-Chancellor who leads the activities of academic departments and academic resources and the development of research; the University Secretary who is responsible for the coordination of corporate strategy and a range of administrative functions, and who also acts as the Clerk to the Board of Governors; the Director of Finance, the Director of Marketing and Communications, the Director of Academic Services, and the Director of Learning, Teaching and International.

Academic Departments

The University has five academic departments:

- **Animal Production, Welfare and Veterinary Sciences** – including *Agriculture, Animal Science, Animal Husbandry, Animal Health and Veterinary Nursing*
- **Crop and Environment Sciences** - including *Agriculture, Crop and Countryside and Environmental Management*
- **Engineering** - including *Agricultural Engineering and Off-Road Vehicle Design*
- **Land, Farm and Agri-business Management** - including *Agriculture and Farm Management and Rural Enterprise and Land Management*
- **Food Technology and Innovation** - including *Food Science/Technology and Supply Chain Management*

The new Veterinary School being established in partnership with Keele University will operate jointly between the universities.



Support Services

The University's support services are managed by a team of highly qualified professionals that comprise a central administrative service. Amongst others the Human Resources Team, Estates and Facilities Team and the Development Trust all report to the University Secretary.

Staff in Learner Support, Admissions and Compliance, the Examinations Office, the Scheduling Team, Student Services, Library Services, the Taught Postgraduate Office and Careers and Placement Support report to the Director of Academic Services.

A team of qualified staff support the Director of Finance in matters concerning the financial management of the institution. The team that provides IS/IT services across the University, including academic and administrative systems support, together with a team that supports Short Courses and Conference Activities also report to the Director of Finance.

Student Matters

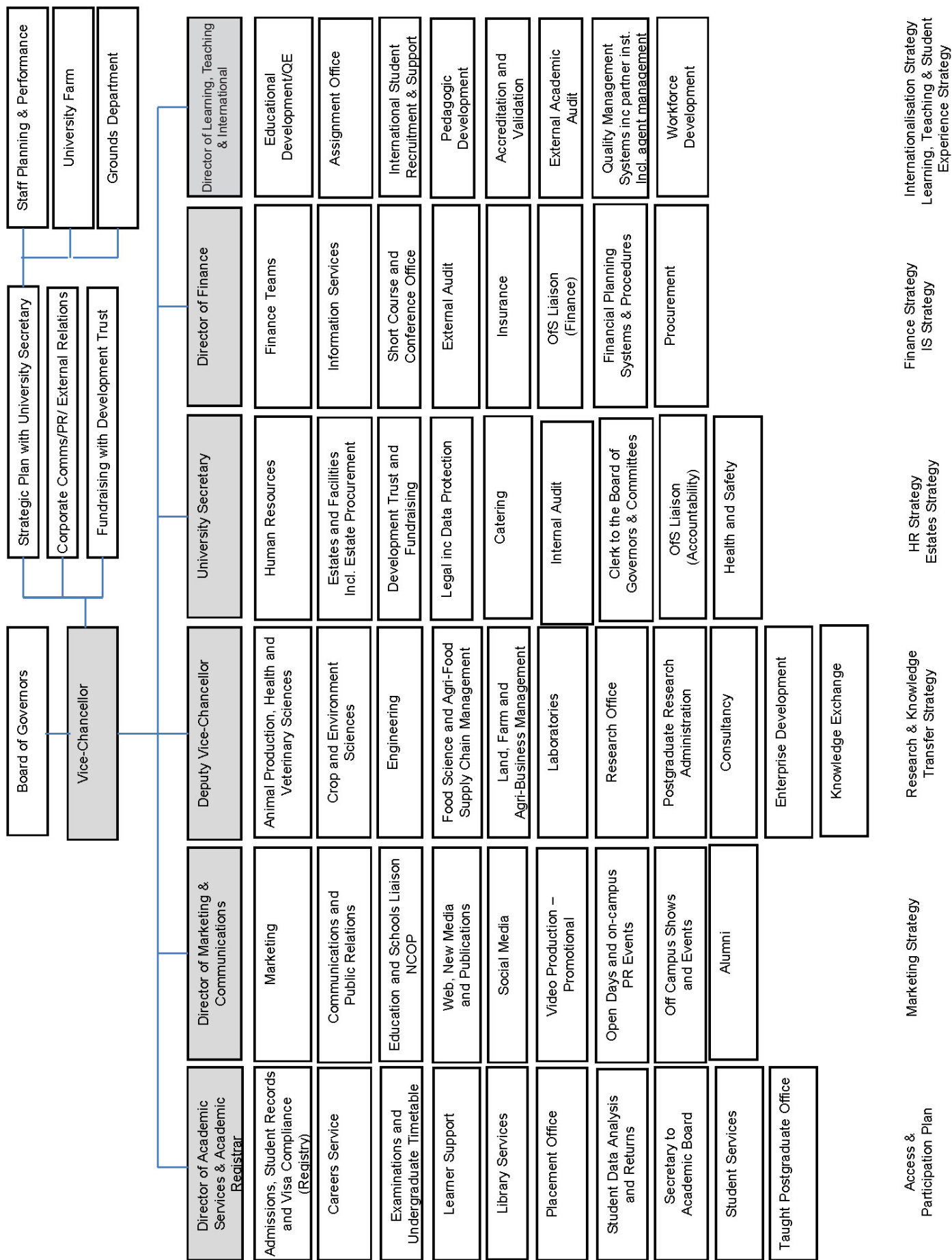
The Students' Union is actively supported by the University's Student Services team and regular contact is maintained between senior members of the Students' Union Executive, the Vice-Chancellor and the University Secretary.

The President serves in a sabbatical post and is involved in a wide range of University committees and initiatives. A comprehensive course representative system is also in place.

The Students' Union Executive, led by the President, is extremely active and plays a critical role in the student experience offered by the University, running a comprehensive range of clubs and societies, fundraising and social events.

The system for student representation on University committees is widespread, ensuring that staff are informed on the latest developments, views or issues from within the student community.

The University won the WhatUni Student Choice Award for Student Support in 2018 based on its holistic approach to the provision of services in support of the student community.



Director of Marketing & Communications:

The Role

The Director of Marketing and Communications will lead on student recruitment and aspects of Access and Participation activities relating to student recruitment. In this respect the Director and their team will be expected to work closely with the Director of Academic Services and her team, with academic departments and with colleagues at Keele University in relation to the Harper and Keele Veterinary School. The Director will also lead a team of staff working on the National Collaborative Outreach Programme (NCOP) based at the University. In this respect the Director will work closely with the NCOP hub, again based at Keele University, and NCOP partner institutions.

The farming and food chain public relations environment is fast moving in terms of policy, and scientific innovation. There is a constant need to raise awareness of the vital role played by higher education in the rural economy and the wider life of the UK. This is a unique opportunity to take on a role designed to ensure that the part played by Harper Adams University in securing the vital skills necessary for the rural economy, conducting research of direct benefit to the rural sector and translating that research into practice is raised with key stakeholders, funders, potential students, our alumni, the media and the general public. We want to ensure that the exceptional quality of our academic work is known by a wider audience and so it will be a key requirement of this post to provide support to other members of staff, and in particular to the Vice-Chancellor, to ensure that this comes about. We are well known in the world of farming and in higher education, but our voice needs to be stronger in other sectors of relevance to our work, in Government and in other decision-making arenas.

At the same time, we wish to ensure that communications within the University are improved so that the many exciting initiatives and activities conducted by our staff and students are harnessed to the benefit of our profile-raising campaign and effectively communicated to the wider world.



The postholder will have responsibility for the management of the Marketing and Communications Department. The Department consists of 19 FTE staff plus the Director. The department is broadly split into two key areas of activity, although there is overlap between them.

The Communications Team (7.2 FTE staff) is led by the department's Deputy Director, overseeing brand management, press and public relations, advertising campaigns, digital marketing, social media management, international communications, alumni relations and production of all marketing materials including the prospectus.

The Outreach Team (6.8 FTE staff) is led by an Outreach Manager. The team delivers a programme of outreach throughout the UK and Ireland via more than 30 regional and county shows, UCAS fairs, schools engagement, campus visits, open days, residential and a programme of widening participation activities. The team also manages the university's student ambassador scheme and work experience programme.

The NCOP team (five FTE staff) delivers a programme of targeted school based interventions in line with the Government's Access and Participation in Higher Education strategy.



**Sustainability
Biodiversity
Animal Welfare
Soil Productivity
Robotics
Drone Technology
Food Security
Climate Change
One Health**

**If it matters to the world,
it matters to us.**

The Director will need to ensure that there is seamless working between these teams to ensure that best use is made of the resources available to the Department and that cross-team working is encouraged to meet the major objectives of the Department.

The Director will play a key role in reinforcing the University's 'brand' and reputation whilst ensuring that its competitive position is strengthened. It will be necessary to develop positive working relationships with a wide range of stakeholders within higher education and the industries and communities with which the University works. The Director will be involved in providing policy advice for the Vice-Chancellor and his management team, of which the Director will be a member. The Director will also directly support the Vice-Chancellor in his role as the Chief Executive Officer and lead spokesperson for the University.

With the support of specialist staff the Director will be expected to liaise with all aspects of the media and will work with the University Secretary on the organisation and promotion of VIP visits to the University.

The Director will ensure that effective channels of communication on organisational developments are maintained with all University staff, the student community and the outside world. The

University will be seeking to strengthen and deepen its relationship with key industry sectors via different industry and professional groups, and the Director will support the Vice-Chancellor and Deputy Vice-Chancellor in this work.

It will therefore be necessary for the Director to have a good grasp of the policy environment in which the University operates, its key strategic priorities and methods for communication that are appropriate for particular messages.

The University works with a growing number of international partners and has developed an Internationalisation Strategy to provide a framework for this work. The Director will work with the Director of Learning, Teaching and International and other members of the Vice-Chancellor's Team to ensure that the University manages these relationships, and the delivery of the Strategy successfully, including the promotion of the University overseas and aspects of international student recruitment.

At the same time as having a keen sense of strategic awareness the Director will need to ensure that a cost effective and efficient service is provided to other University departments. The Director may be asked to represent the University on local and regional groups and organisations where a wider sense of the political climate will be required.

Specific Areas of Responsibility

The Director of Marketing and Communications will:

- Lead the staff and activities of the Marketing and Communications Department and ensure that they are fully integrated within the wider University in order to deliver the institution's strategic objectives;
- Continue the development of an integrated corporate marketing and communications strategy for the University, based on the institutional strategic plan and aimed at promoting the work of the University to future students, local, regional and national government bodies, the industries and agencies with which the institution is closely associated and the wider public;
- Continue the development of the University's brand strategy that will enhance the ability of the University to achieve its primary academic objectives and raise the profile of the institution amongst its target audiences;
- Ensure, with other members of the Management Team, that the University's internal communications work effectively and in support of the institutional strategic plan and the corporate marketing and communications strategy;
- Ensure that student recruitment activities are highly effective and meet recruitment targets established annually by the Management Team and that the Department works closely with the University's admissions and course teams to meet these objectives. A data-led approach to student recruitment and Access and Participation planning will be required to fulfil this responsibility;
- Develop and deliver marketing plans and insights to assist the University meet the requirements of its Access and Participation Plan and to assist the Director of Academic Services in the preparation and monitoring of that Plan.
- Develop and lead the University's outreach strategy, including its NCOP work, to successfully co-ordinate schools and college engagement activities across the University;
- Ensure that major University activities are properly marketed and communicated, externally and internally, and that effective liaison is maintained with external representatives of press, radio, TV and other promotional media;
- Proactively generate news stories across the spectrum of academic activities of the University in conjunction with other members of the marketing and communications team;
- Ensure that the University's websites continue to be developed and maintained to a high standard and that they reflect the full range of academic activities conducted by the University;
- Develop and implement a high quality visit and events programme to showcase the University, its activities, interests and research to its target audiences;
- Gain and maintain a thorough understanding of the policy environment for higher education and the agri-food sector and ensure that the University is well placed to respond to new developments in either sector in marketing, communications and PR terms;
- Work with other members of the Management Team, and other University staff, on submissions for external awards and other forms of external recognition for the University;
- Manage arrangements for VIP visits to the University;
- Assist the Vice-Chancellor with preparations for public engagements and provide advice and support in relation to such external activities;
- Assist the Vice-Chancellor with the management of public relations and the implementation of business continuity plans in the event of a major emergency;
- Assist the Vice-Chancellor and Clerk to the Governing Body in providing strategic advice to the Governing Body on marketing, communications and public relations matters;
- Represent the University, at the request of the Vice-Chancellor, on appropriate national and sectoral bodies;
- Undertake any other duties as required by the Vice-Chancellor.

Key Accountabilities

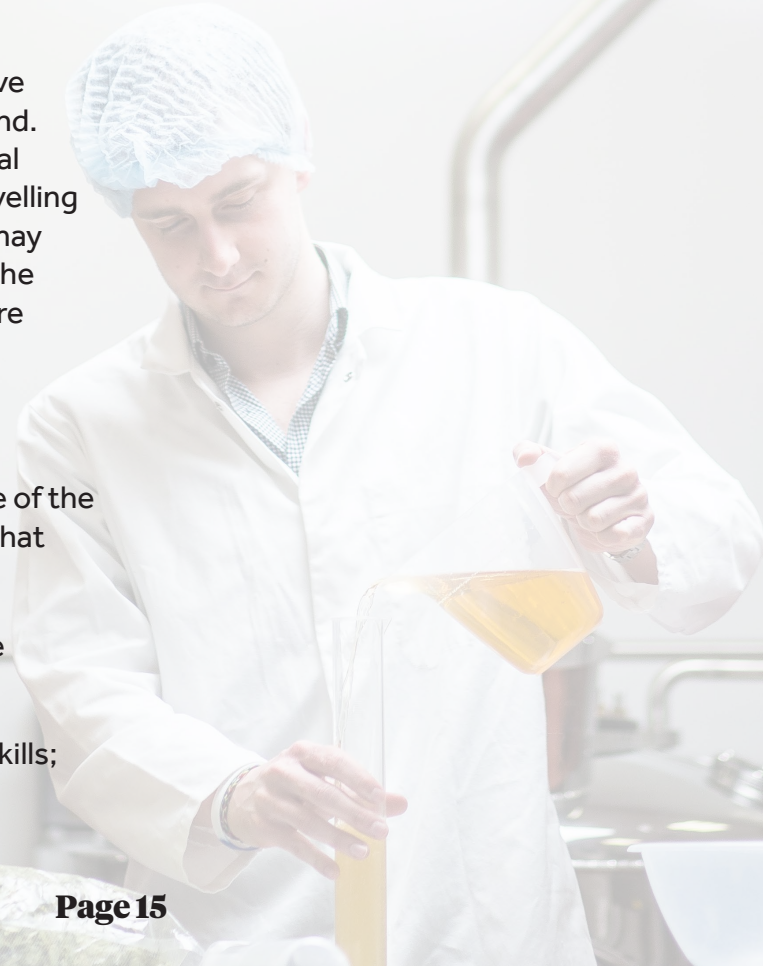
- As a member of the Management Team, to help shape the development of the University and establish appropriate strategic plans on which the institution's future operations will be based;
 - As a member of the Management Team and University Executive to contribute to the development of management policies and standards to support the effective running of the University;
 - To provide professional leadership to the University's marketing and communications staff to ensure the delivery of high quality services to the wider University community;
 - To ensure that the Vice-Chancellor and appropriate senior colleagues are appraised of issues relating to communications matters across the University and relevant external developments;
 - To promote a strong culture of excellence in the role of Director of Marketing and Communications and to provide a positive role model for the University with external stakeholders.
- An understanding of the higher education and agriculture/food chain policy environment, and preferably exposure to the policy environment of other fields in which the University operates;
 - An appreciation of the technical and scientific base of the University's work, sufficient to be able to translate the essence of this work to a wider lay audience;
 - Experience in leading teams of the nature described in this document and of ensuring the effective delivery of team-based services. Particular experience and success in leading a student recruitment function would be an advantage;
 - Experience of managing budgets relating to the activities described in this document;
 - Experience of working with external press and PR representatives in an effective manner;
 - Experience of directing and interpreting primary and secondary market research;
 - The capacity to work in a complex operating environment and distil key messages that are appropriate for, and effectively delivered to, the audience at hand;
 - A proven ability to engage staff in an organisation in the delivery of marketing and PR as an institution-wide function, and not simply as the responsibility of a few key staff.

Person Specification

This is a senior post demanding a responsive and committed approach to the work at hand. The post will involve working outside normal office hours and the ability for frequent travelling within the UK. Occasional overseas travel may also be required to ensure that aspects of the University's Internationalisation Strategy are effectively implemented.

In addition, applicants should ideally have:

- A degree in a discipline related to the role of the Director (eg marketing, PR) or in a subject that would support the appointee in their role;
- A professional qualification in a discipline closely related to the role;
- Excellent oral and written presentation skills;



Terms of Appointment

A competitive remuneration and, if applicable, a relocation package will be offered commensurate with the seniority of the post and the nature of the University as a specialist Higher Education institution.

The post is offered on a permanent basis. The appointment will be made subject to satisfactory references and Disclosure and Barring (formerly CRB) checks.

The post will be available to the successful candidate as soon as they are able to commence employment with the University.

Appointment Process and how to apply

The Director of Marketing and Communications will be appointed by the Vice-Chancellor. An Appointments Committee, chaired by the Vice-Chancellor and including other senior staff and a member of the Board of Governors, will lead the process and will ultimately make a decision on the appointment.

Applications should be submitted via the online recruitment application process, attaching a covering letter and comprehensive curriculum vitae giving details of relevant achievements in recent posts.

Applicants should also set out their qualifications and experience against the key headings in the Person Specification in the 'Supporting Statements' section of the online recruitment application form. The selection panel will wish to see examples of these key attributes and how they have been applied in practice, not simply a statement that they have been undertaken, so a full statement to this effect should be supplied.

Candidates are asked to provide daytime and evening contact details and the names and contact details of two referees, one of whom should be their current or most recent employer.

Applications must be submitted by midnight on Sunday 19th May, 2019.

Informal enquiries about the post may be made to Dr Catherine Baxter, the University Secretary, in the first instance, by email to cbaxter@harper-adams.ac.uk or by calling 01952 815256.

The University is committed to the principles of equality and diversity and welcomes applications that meet the requirements of the role from all sections of society. In order to ensure the effectiveness of its policies in this area, it will be necessary for the University to collect information from all applicants which relate to equal opportunity in employment. Applicants are asked to complete the equality and diversity form held on the online staff recruitment system. The information provided by applicants will be treated in the strictest confidence and will be used only for statistical monitoring.

The Appointments Committee will meet shortly after 19th May 2019 to decide upon the shortlist of candidates.

All shortlisted candidates will be required to attend the University on Monday 10th June 2019 to participate in selection activities and take the opportunity to tour the campus. The selection activities will require candidates to facilitate a discussion on a given topic with a group of staff and attend a formal panel interview, in which they will be asked to present briefly on a given topic. Shortlisted candidates will be offered overnight accommodation for 9th June 2019. Candidates are asked to ensure that these dates are kept free as unfortunately it will not be possible to arrange alternative dates.

Appendix One – Mission, Vision and Values

Our Mission

Our mission is to provide: World leading higher education and research for the delivery of a sustainable food chain and rural economy.

Our Vision

Our vision is that Harper Adams University will be:

- Closely engaged with the industries, professions and organisations that comprise the global agri-food chain and the UK rural economy to deliver a high quality and inclusive learning environment that enhances personal development and employability;
- A recognised centre of research excellence, especially in the application of science and technological advances and;
- A trusted source of independent and authoritative commentary to inform public and policy debate on agri-food, animal welfare, land, environmental and rural business matters.

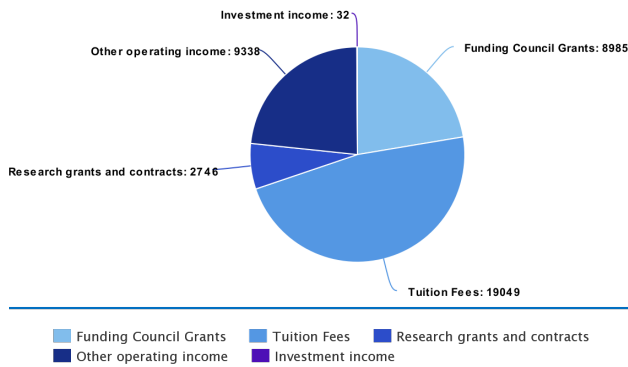
Our Values

Harper Adams has a strong set of values that have underpinned its development since its foundation nearly 118 years ago. The four core values are that we will be outstanding, inspirational, distinctive and welcoming in all that we do.

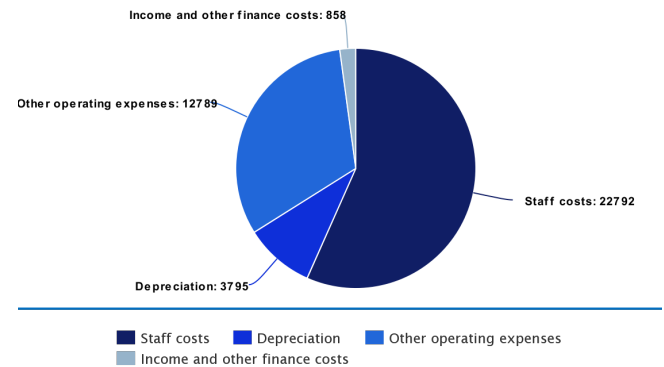


Appendix Two – Summary Facts and Figures

Total income: £40,150



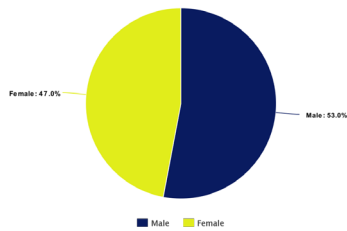
Total expenditure £40,234



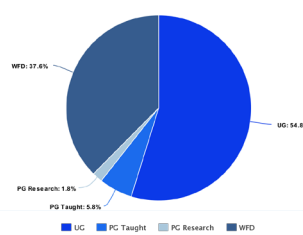
Student population

Total students: 4725

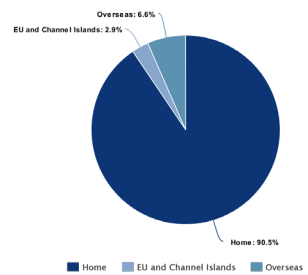
Gender



Routes

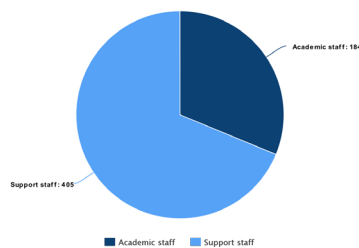
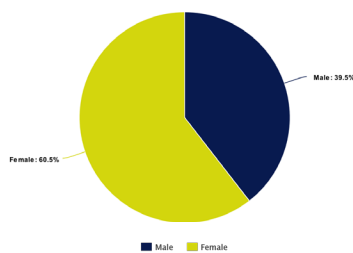


Origin



Staff population

Total staff: 589



97.2%
of graduates employed
or in further study 6 months
after graduation.
DLHE 2018



£45 million
invested in the campus over
the last 10 years



8th
in the UK (joint) for
student satisfaction.
NSS 2018



**Best Modern
University**
The Times and Sunday
Times University
Guide 2019



Appendix Three – Living in Shropshire

Shropshire is one of England's 'undiscovered counties' lying on the border with Wales but within easy reach of Birmingham and Manchester, either by road or rail. Both cities have international airports from which many major destinations can be reached.

The National Exhibition Centre and other cultural venues such as Birmingham Symphony Hall are just over an hour away.

The population of Shropshire is c500,000 people, but with only two major towns, Shrewsbury (70,000) and Telford (155,000), the majority of people live in a network of villages and small market towns.

The most local of these is Newport, where many of the University's students live during their time out of campus residences. The town has a range of small shops, with some national chains, major supermarkets, including a branch of Waitrose, and a lively market. The town also has three excellent secondary schools, including a boys' selective school and a girls' selective high school, both of which perform exceptionally in the national schools league tables.

Telford and Shrewsbury, as well as other surrounding towns and cities provide opportunities for employment for relocating partners. Birmingham is also within commuting distance from Telford railway station.

The wider county has many attractions, including the World Heritage Site at Ironbridge, just to the south of Telford; Ludlow, with its famous food and arts festivals; and a wide range of agricultural events that take place during the summer season. Outdoor activities are just on the doorstep and extend to many places to visit, just over the border in Wales.



Top: Southwater, Telford.

Second top: The Wrekin

Second bottom: The Iron Bridge, Ironbridge

Bottom: Shrewsbury town centre



**Harper Adams University
Shropshire
TF10 8NB
www.harper-adams.ac.uk**

Front and back covers: The University Mace.