



**Harper Adams
University**

Pro-Vice Chancellor/Executive Director – Global Impact

Candidate Information Pack



Harper Adams is a friendly, talented community of more than 600 employees, working to ensure that everyone on the planet has access to food, and that this is achieved sustainably. Our work contributes to planetary health, animal health and wellbeing, and ultimately how this contributes to human health. We are passionate about what we do, and are committed to making a difference.

Harper Adams University is committed to the wellbeing of our employees, and their personal and professional development. This is reflected in our annual employee survey - employees tell us they're proud to be a part of the university and that it is a good, safe place to work where they feel trusted to do their jobs and supported by their managers.

Whilst many of our teaching, research and knowledge exchange activities are delivered or coordinated from an attractive campus in rural Shropshire, our impact and reach is regional, national and international. We offer free staff parking, leisure facilities, and we are only a short drive from the busy market town of Newport.

Some of the benefits of working at Harper Adams University are:

- Beautiful rural location
- Generous holiday entitlement
- On campus retail, catering and gym facilities
- Opportunity to purchase additional holiday
- Opportunities for agile working
- Employee Assistance Programme
- Disability Confident Employer
- Enhanced maternity benefits
- Enhanced sickness absence payments
- Cyclescheme supporter
- Workwear provided

JOB DESCRIPTION

Title of the post: Pro-Vice-Chancellor/Executive Director: Global Impact, Communications and Policy (Permanent, Full Time)

Department: Office of the Vice Chancellor

Reporting to: Vice Chancellor

The University

Harper Adams University is the leading UK Higher Education (HE) institution focused on the land-based and food supply-chain sectors with an important national and international role in these subject areas.

Around 3,000 HE students attend the University, primarily on sandwich courses, which include a year-long industrial placement. Undergraduate and postgraduate degrees and apprenticeships are offered. The University also supports over 2000 learners who wish to undertake CPD or similar professional training to support their careers in the agri-food chain, rural industries and veterinary professions.

The University offers a wide range subjects including Agriculture, Applied Life Sciences, Animal Science and Health, Business, Countryside, Engineering, Food and Land & Property Management. We have extensive experience in Veterinary Nursing and Physiotherapy and we launched the Harper Keele Vet School in 2020.

Harper Adams has built up an international reputation for the quality of its courses and has achieved the highest possible ratings in recent Quality Assurance Agency reviews and attained a Gold Teaching Excellence Framework (TEF) award in the most recent exercise.

Harper Adams is consistently positioned highly in a range of national rankings, performance measures and league tables. We increased the total percentage of our research outputs at world-leading or international standard in the recent Research Excellence Framework.

We have extensive, well-equipped facilities and constantly invest in the campus. Facilities include a range of modern teaching facilities and an extensive library, a variety of IT suites including an engineering design centre, newly extended laboratory facilities, a field laboratory and a livestock project centre, a glasshouse complex, an agricultural engineering unit with a large, covered soil working area and a number of sustainable technology installations.

In 2022 all of our farming teams were pulled together into one Future Farm, collectively delivering leading insight and practice, and working towards net zero emissions by 2030. In 2021 we launched the School of Sustainable Food and Farming in partnership with the NFU, Morrisons and McDonalds. The School operates nationally, to ensure that the UK has the access to the right skills development, talent, policy and advocacy to ensure that its food and farming industries can delivery net zero emissions by 2040.

New facilities opened since 2017 include new laboratories, an Agri-Tech Innovation Hub and SMART Dairy Unit. Our Veterinary Education Centre, opened officially in 2021 by the Princess

Royal our University Chancellor, supports existing veterinary programmes and the Harper & Keele Veterinary School. Capital funding to support the development of many of these facilities has been provided through the work of the Development Trust. In 2021 Telford and Wrekin Council opened Ni:Park to nurture and grow new agri-food businesses within the borough and the county. The University is the lead partner in this development.

The University also provides a range of training and professional development opportunities via its staff development programme.

The University appointed its second Vice-Chancellor, Professor Ken Sloan, who took up post in November 2021. The Vice-Chancellor is leading a refresh of the University's strategic plan and the appointee will play a critical role in how this plan is developed and implemented.

For further details about the University, please visit our website:

<http://www.harper-adams.ac.uk>

The Appointment

Making a significant impact on our partner industries and communities across our country and the wider world is both a key priority and a vital purpose of Harper Adams University. Communities across the world are facing an existential crisis as they balance the need to feed an ever-growing population with the planetary and environmental impact of doing so. Harper Adams University is a unique community of scholars, students, professionals, practitioners and partners who are focused on and committed to ensuring that government, industry and wider society have access to the insights, evidence, skills, capabilities and solutions necessary to exploit the opportunities of the future.

Harper Adams University is already a national leader in its specialisms. It has extraordinary relationships with its industry partners and its graduates are highly valued. The University is an active member of a number of leading global networks and a significant number of its impact projects are conducted in or in partnership with international organisations.

Our PVC/Executive Director: Global Impact, Communications and Policy will translate the potential of everything we do in ways which are accessible and useful to future generations of leaders, industry partners and policy makers. Working with the Vice-Chancellor and Executive Committee colleagues, the PVC/Executive Director will lead the University's work across these areas as outlined in our Strategic Plan to 2030, *Together We Will Make The Difference*. The postholder will lead on ensuring the Vice-Chancellor, University Executive and wider institutional community deliver on institutional ambitions and priorities in the following areas at a global, national and local level:

- Institutional relationships and partnerships
- Student recruitment
- Communications, marketing and story telling
- Public affairs, policy and influence
- Civic relationships and community partnerships
- Campus and community engagement

The ideal candidate will bring experience and an understanding of the vital role that universities play within local and national communities, as well direct experience of engaging with and communicating an institution's purpose and impact on the global stage. They will be

an experienced network creator and bring a sophisticated ability to develop stories that engage different communities across common agendas and priorities. They will bring knowledge and experience of the specific challenges and opportunities that the specialist sectors with which we work are facing, and the role that a leading University can play in partnering with them. An understanding of current approaches to student communications, recruitment and engagement and how these can be enhanced through both meta scale and locally-focused story-telling and narratives will be beneficial.

You will be our Executive lead on student recruitment, shaping and informing the choices of markets in which we operate and wish to expand into, leading on how to reach them and advising on these aspects as we develop our course portfolio. It is not necessary for you to come from this professional background, but you do need to demonstrate an ability to lead our work in it. Exciting and engaging communication, deployed through innovative and creative channels, will be a vital key to building communities of interest in our courses and building future demand. Diversifying our student intake and our sources of revenue is a shared priority across our executive team.

The postholder will bring current and extensive experience of corporate and public affairs, and how to connect organisations to policy makers and influencers regionally, nationally and internationally. Harper Adams is a smaller institution compared to many but the significance and reach of its priority areas and specialisms are extensive. The postholder will need to demonstrate how to deliver significant impact in a resource-constrained environment, mobilising the cumulative effect of networks and partners, to ensure that we can continue to make a significant difference.

You will be a strategic thinker and problem solver, combined with exceptional communication and relationship-building skills. You will represent the University with a diverse range of stakeholders and have the ability to flex your approach depending on the context and setting.

You will share and be a champion for the University's values and have a genuine interest in the work we do and the communities and sectors we partner with. Your commitment to respect, equality, diversity and inclusion will be integral to what makes you and the organisations you work with thrive.

You will need to be able to inspire us by showing how the next stage of your professional story with us will make a tangible difference to the future story of Harper Adams University and our ability to make the difference.

Principal Responsibilities

- The PVC/Executive Director (Global Impact, Communications and Policy) is a member of the University's Executive Group, supporting the Vice-Chancellor and working with other senior team members in the leadership, management and effective operation of the University. The responsibilities of the Executive Director will encompass a significant strategic contribution, providing input and leading on aspects of wider university strategy as well as operational decision making. The postholder will also play an active role in the University's emergency response planning process and contribute to the out of hours executive cover system.
- The postholder will lead the teams and resources covering the following areas:
 - Institutional relationships and partnerships
 - Student recruitment
 - Internal and External communications, marketing and story telling

- Public affairs, policy and influence
- Civic relationships and community partnerships
- Campus and community engagement

The postholder will:

- Ensure that resources supporting these activities are effectively and efficiently aligned to the outcomes anticipated in the University's Strategic Plan. As well as direct leadership of teams and employee resources covering these areas, the PVC/Executive Director will work across portfolios and academic departments to ensure that all activities contributing to these areas of activity are appropriately led and supported.
- Play a lead role in the design and delivery of significant University events. These include but are not limited to Royal Visits, Open Days, festivals, and community engagement events.
- Have executive accountability for the University's student recruitment, acquisition, marketing and communications activities, across domestic and global markets at different levels of study. This is inevitably a whole of University effort in an institution of our size. The postholder will work with executive colleagues to ensure that we have the arrangements and resources in place to deliver on realistic annual and five-year intake targets. The postholder will work in partnership with the Pro-Vice-Chancellor (Education and Students) in the development and delivery of the University's Access and Participation Plan. We would anticipate that international relationships to support student acquisition and recruitment will become an increasing priority and the postholder will play a key role in identifying priority markets and developing market-entry plans.
- Be the University's principal storyteller. They will lead the effective curation and communication of the inspiring stories arising from our students, academics, professional services teams, alumni and partners. They will develop new and creative ways to tell and communicate our stories, ensuring that we continue to excite and engage our existing stakeholder communities, whilst making them accessible to and engaging for new audiences. The postholder is also a vital leader in our internal communications, contributing significantly to how we develop our internal communities and further their engagement in the next stage of the University's story.
- Map out and mobilise engagement with relevant government departments, policy organisations and sector bodies in the UK and in our target international markets. Whilst much of the engagement with these contacts will be undertaken by the Vice-Chancellor, Deputy Vice-Chancellor, the wider Executive Committee and colleagues across the University, the postholder will champion our institutional connections and make sure they stay warm and fruitful.
- Ensure that a robust project management approach is taken in the deployment of new projects and/or initiatives to manage risk, resources and on-time delivery.
- Work closely with the Chief Financial officer, to ensure that the postholder's teams are financially efficient and that budgets, project costing, procurement and budget planning is effective and timely.

- Work closely with the Chief Financial Officer and other members of the Vice-Chancellor’s Team to support delivery of income growth and diversification objectives of the University.
 - Work with the University Secretary to oversee the University’s approach to contested issues (e.g. free speech) advising the Vice-Chancellor and the Chair of the Board as required.
- Lead delivery of projects at Departmental and/or University level as required.
 - To demonstrate an active interest in and be a champion for the University’s mission and what it is seeking to deliver.
 - To represent the University in fora, events and visits, in the UK and sometimes internationally.
 - To undertake other duties as required by the Vice Chancellor.

The accountabilities above are necessarily indicative. The precise accountabilities of the role may be varied during the period in post depending on the needs and priorities of the University. A willingness to demonstrate flexibility to deliver and support across the breadth of the University’s executive responsibilities will be important.

Person Specification

	Requirement
Qualifications	A degree and professional qualifications relevant to the role
Experience	<p>Experience of leading and managing at scale and working at an executive level.</p> <p>Extensive experience of navigating complex situations across different portfolios to enable objectives to be achieved or solutions found.</p> <p>Demonstrable and relevant experience in a number of the following areas: Communications, marketing, branding, public affairs, public and community engagement, development.</p> <p>Storytelling and engagement ability at the meta and local level, told by deploying creative and innovative approaches based on desired need.</p> <p>Recognised as a respected authority in areas of skill and profession with recognition within their field and among their peers.</p> <p>Significant experience of leading high performing teams.</p> <p>A proven track record in leading successful organisational development and improving performance, and experience of effective succession planning, delegation and encouraging career development.</p>

	<p>Experience of building relationships and direct engagement with the media and media aggregators.</p> <p>Desirable:</p> <p>Experience of leadership in a post-18 educational environment or public sector/ charitable organisation. Understanding of the broader Higher Education landscape, environment, and likely direction of travel.</p>
Knowledge/Skills	<p>Ability to build and shape organisational and community culture.</p> <p>A pro-active and creative strategic thinker, problem solver and team player.</p> <p>Outstanding negotiation, influencing, persuasion and networking skills.</p> <p>Knows how to develop and apply creative and innovative approaches to professional practice.</p> <p>Good self-awareness and confidence in engaging people from different backgrounds and contexts.</p> <p>Skilled in medium and long-term strategic and operational planning to positively affect the whole University.</p> <p>Ability to adapt working approaches and delivery to a specific organisational context.</p> <p>Experience of working in a resource-constrained environment.</p> <p>Commercial acumen and the ability to develop and grow business opportunities as well as effective budgetary management.</p> <p>Resilient person who can work flexibly and effectively to address, resolve and learning from challenging and unanticipated issues as and when they arise.</p> <p>Personal integrity and high ethical standards.</p>

Conditions of Service

The national recommendations which have arisen from the negotiations between UCEA and the unions recognised at national level, the Joint Negotiating Committee for Higher Education Staff (JNCHES), directly affect the terms and conditions insofar as they have been adopted by the Board of Governors.

Salary	The commencing salary will be competitive. The point of entry will be dependent upon relevant qualifications and experience. Salaries are paid monthly, in arrears, by credit transfer on the 28th day of the month.
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Contract Term	This is a full-time post. The employment may be terminated during the course of the contract by either party giving six months' notice in writing.
Hours of Work	The routine working week is 37 hours over Monday to Friday, inclusive. As a member of the executive team, flexibility of working hours to meet the requirements of the role will be expected. Weekend and evening working will sometimes be required but flexibility at other times will be offered. All members of the Vice-Chancellor's Group provide duty cover at weekends on a rota basis. This is to provide a response to critical incidents that may arise.
Holidays	The annual holiday entitlement is of 25 working days, plus 8 University closure days and Bank Holidays. The holiday year runs from 1 August to 31 July and in the holiday year in which the employment commences or terminates the holiday entitlement will accrue on a pro-rata basis for each complete week of service. The timing of holidays is subject to the agreement of the Line Manager.
Sick Leave	During periods of certified sickness, the post-holder will be eligible to receive sick pay in accordance with the University Sick Pay Policy. The payment of sick pay is subject to compliance with the University rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.
Pension	The post-holder will be entitled to join the Harper Adams Group Pension Scheme and details will be provided to the successful applicant upon commencement of employment.
Exclusivity of Service	<p>You are required to devote your full-time attention and abilities to your duties during working hours and to act in the best interests of the University at all times. Accordingly, you must not, without written consent of the University, undertake employment or engagement including external consultancy, which might interfere with the performance of your duties or conflict with the interests of the University. The University will support the postholder in serving on boards and committees if they are in the wider interests of the University or the postholder's responsibilities.</p> <p>It follows that, regardless of whether you are employed on a full-time or part-time contract, you are required to notify your line manager of any employment or engagement which you intend to undertake whilst in the employment of the University (including any such employment or engagement which commenced before your employment under this contract). Your line manager will then notify you within 10 working days whether such employment or engagement is prohibited.</p>
Criminal Convictions	The post involves the opportunity for access to children and young persons under the age of 18. For this reason, the University is entitled to consider any criminal convictions, cautions or impending case(s) that it considers to be relevant to this post.

The post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. This means that applicants are not entitled to withhold information about convictions which for other purposes are “spent” under the provisions of the Act.

Applicants must therefore complete the part of the application form declaring any criminal convictions and cautions from any court or police authority. The successful applicant will have to undergo a Criminal Records Bureau check before an appointment can be made.

Application Procedure:

All applications should be completed and submitted using the Harper Adams e-Recruitment programme at <http://jobs.harper-adams.ac.uk> **to be completed no later than midnight on Tuesday 14th February 2023**

Please note that interviews will take place on 27th February 2023