



**Harper Adams
University**

**Head of Business Engagement
Full Time, Permanent**

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 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
- Corporate discount to 7 fitness suites in the Telford and Wrekin area
- 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 (*if applicable*)

Harper Adams University is the UK's premier educational institution serving the agri-food, animal wellbeing and connected industries, recognised as a world-leading specialist provider. Our focus is on food production and technology, animal health and wellbeing, management of land and property, and their contribution to sustainable living environments for our planet's population; we are equally committed to making the UK's food and farming competitive in a world where we will need to compete globally. Our education and research encompass food production and processing, animal sciences, environmental sustainability, mechanical engineering, land management and sustainable business management. We have strong relationships with companies in the UK and abroad, and with academic institutions across the world, collaborating in research and in the delivery of our courses. We are a University with regional, national and international reach and impact, repeatedly appearing in *The Times and The Sunday Times Good University Guide* as the UK's highest-ranked modern university.

The University began life in 1901 as Harper Adams Agricultural College and was granted University status in 2012. Our Chancellor is Her Royal Highness The Princess Royal; our current Vice-Chancellor is Professor Ken Sloan, who joined us in 2021. The University is based on a single campus in Shropshire, close to the old market town of Newport and within easy reach of the modern town of Telford, which offers a range of housing possibilities and has excellent rail and road links to the West Midlands conurbation and beyond. Investment of more than £50 million over the last decade has ensured that our campus boasts the most up-to-date teaching, research and conference facilities as well as

accommodation for around 800 students. Our most recent additions include contemporary laboratories and a purpose-built Veterinary Services Centre for teaching and research, swiftly followed by a £500,000 refurbishment of the veterinary nursing facilities. On-campus leisure facilities include a multi-gym, sports hall, dance and aerobics studio. And we are one of the very universities to have its own commercial farm: covering 494 hectares, its facilities include a £2 million leading-edge dairy unit with a robotic dairy.

For a virtual tour of main campus, visit <https://www.harper-adams.ac.uk/university-life/our-university/virtual-tour/>

We are regarded as the UK's highest-ranked small specialist provider for the agri-food and animal wellbeing industries, consistently producing the largest cohort of graduates for the agri-food and animal wellbeing sectors, more than 99% of whom go immediately into employment. We currently have about 3,000 undergraduate and postgraduate students, studying both full-and part-time. Our courses cover not just every stage of the food chain – from developing the machinery used to prepare land through to how food is sold and the nutrients it delivers – but also broader subjects such as general business management, automotive engineering and veterinary professions, including, since the establishment of the Harper and Keele Veterinary School in 2020, Veterinary Medicine and Surgery. We have achieved the highest ratings in Quality Assurance Agency reviews. Our undergraduate curriculum is industry-aligned, work focused, co-developed and co-delivered with industry, rooted in partnerships with about 1,100 companies in the UK and abroad. At its heart is our mandatory Placement Year – a bespoke learning experience for our students, tailored to the real needs of employers. We offer a swathe of employer and philanthropically-funded scholarships channelled through our Development Trust. And we support employers by providing a large range of (often bespoke) CPD courses – we have about 2,000 learners here – and with our Higher Level and Degree Apprenticeship Programmes launched in 2017. These courses enable us to address directly the skills needs of the UK's agriculture and food industry. We reinforced this work in 2021, by establishing, with support from the NFU, Morrisons and McDonalds, our School of Sustainable Food and Farming, tasked with ensuring that the sector has the skills to enable it to deliver its 2040 Net Zero goal.

We have a strong research profile. Our work is esteemed nationally and internationally for its quality and impact, particularly in areas such as entomology, sustainable agriculture, crops, livestock nutrition, autonomous and precision farming. In the 2021 Research Excellence Framework, 60% of our research was judged to be world-leading or internationally excellent. Our research is both strategic and applied. Our strategic research tackles the inter-related challenges of food security and sustainability, focusing on the need to achieve Net Zero in agriculture and food supply chains in concert with the requirements for sustainable agriculture. We focus particularly on smart agriculture; improving soil health; sustainable land use and rural communities; reducing the impact of ruminant livestock; sustainable food systems and the circular economy, and integrated pest and disease management. Our applied research, in collaboration with regional, national and international companies, addresses their particular needs and is an important part of our research portfolio. Student research also contributes significantly to our research output - a research project is part of all our degree courses, undergraduate and postgraduate. Our research is structured around two overarching research centres covering Crop and Environmental Science, and Animal Welfare, each containing a number of themed groups; we also have cross-cutting multidisciplinary research groups, and our Future Farm – our focus to realise a pathway to Net Zero within wider sustainability parameters.

Harper Adams is a young university, energetic and purposeful – one that says not just ‘can do’ but ‘will do’ – ambitious and forward-looking. We are an optimistic, pragmatic and collaborative community, facing challenges with confidence, ready to grasp new opportunities. We aim by 2030 to combine being regarded as the UK’s leading specialist institution with being an internationally recognised university for food production animal health and wellbeing and their contribution to sustainable living environments for the world’s population. Our Vice-Chancellor, Professor Ken Sloan, has recently led a revision of our Strategy to take us up to 2030: this sets out how we can achieve this ambition by focusing on goals of inclusion, community, influence and sustainability. It charts a path that offers both opportunities and challenges – a pioneering journey that involves our whole Harper Adams’ community, one to which everyone working to make a difference belongs.

Facilities

Harper Adams has extensive, well-equipped facilities and is constantly investing in its 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. New facilities opened since 2017 include new laboratories, an Agri-Tech Innovation Hub and SMART Dairy Unit. A Veterinary Education Centre opened 2021, in support of existing programmes and the new 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.

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

Catering and Sports Facilities

The University’s Students’ Union operates a membership fee paying gym that staff may join. The University has bowling green and tennis courts that are available for staff use during the summer period. A variety of university catering outlets provide access to lunch facilities on campus.

For further details about the University, please visit our website: <http://www.harper-adams.ac.uk>

JOB DESCRIPTION

Title of the post: Head of Business Engagement
(Full Time, Permanent)

Department: Business Engagement

Reporting to: Director of Business Development and Knowledge Exchange

Under the guidance of the Director of Business Development and Knowledge Exchange, the Head of Business Engagement will lead the development and implementation of a strategy for business engagement, facilitating the linkage of our research, academics, facilities and students with industry.

The role involves offering strategic and managerial direction and support across the institution, actively participating in professional networks, fostering productive relationships, and creatively identifying new opportunities and innovative solutions. These collaborations with employers and organisations will focus on the generation of surplus through new projects across the university.

As part of the business engagement team, the post holder will oversee service development, manage operational planning and execution, and will take an institutional lead on a number of strategic projects. They will provide strategic direction for the university's sales function through the formation of communities of practice, policies and processes. Aligning and prioritising resources to ensure operational efficiency and collaboration with key Academic and Professional Service stakeholders throughout the university.

Main duties and responsibilities:

1. Grow income generation and secure new external funding from appropriate sources to deliver the strategic objectives of the University's 2030 vision.
2. Deliver against ambitious growth targets for KTP, consultancy, Knowledge Exchange, CPD and apprenticeships.
3. Lead the development of an action plan and oversee proper utilisation of the CRM/updating data on the CRM system so that it is useful and relevant to all business engagement operations.
4. Provide operational leadership, prioritisation, and evaluation of the impact of the University's approach to business engagement. This includes continuing to improve related KPIs for Knowledge Exchange (KE) consultancy and CPD in line with the University's 2030 strategic vision and offering high-level professional and expert advice to inform the University's Business Engagement strategy.
5. Work with the Director of Business Development and Knowledge Exchange to enable academic leaders to monitor the delivery of knowledge transfer, consultancy, innovative training and development for businesses, which can also involve research and development and use of facilities.

6. Lead the creation of strategies in conjunction with colleagues across the University to successfully reach new business opportunities across a portfolio of disciplines.
7. Establish the service as a credible source of business intelligence regarding the needs of employers, the graduate labour market, and employers' experiences of recruiting students and graduates.
8. Develop robust business and project plans and be accountable for implementation, achievement of targets, and standards.
9. Evaluate the impact and establish robust procedures and practices in line with appropriate professional standards.
10. Develop and deliver an action plan for building relationships with new clients, gauging their needs and developing proposals to address these needs, and with current clients, including overseeing how other opportunities can be broached and the relationship sustained.
11. Attend conferences and events to build relationships with industry partners for yourself and the wider BE team, as well as supporting the team to identify new trends and business needs.
12. Develop, lead, and manage an action plan for the team's engagement with other parts of the University, particularly the academic departments and our marketing team, to determine and identify new UK and international partners and to share market intelligence.
13. Provide strategic team leadership for the relationship with the Apprenticeship / Marketing / Admissions Team to ensure each sales cycle is successful, e.g., briefing on new and existing partnerships, ensuring key links and service levels for partners are maintained.
14. Manage resources to deliver best value, including leading the development of the team, innovating and maximising impact, managing budgets and projects, and making effective use of technology.
15. Develop and maintain an external leadership profile. Engage with relevant national and international debates and use these as part of the overall action plan for building relationships with external stakeholders.

Person Specification

	Essential	Desirable
Qualifications	<p>Educated to degree level.</p> <p>A relevant post graduate qualification for example an MBA or equivalent experience gained in a sales or marketing role.</p>	
Experience	<p>Significant proven experience and track record in proactively developing new business opportunities and sustaining income streams.</p> <p>Extensive proven experience in proactively identifying and cultivating new business opportunities while maintaining revenue streams in a Higher Education setting.</p> <p>Demonstrated success in achieving operational targets aligned with broader strategic goals.</p> <p>Significant experience in effective networking, liaison, and fostering successful collaborations within and between organisations.</p>	<p>Experience of Agricultural / AgriTech markets in UK and internationally to establish strategic and operational partnerships</p> <p>Skilled in designing market/client-oriented solutions.</p> <p>Proven ability to manage and motivate teams to meet impact targets.</p>
Knowledge/Skills	<p>Strong business skills and commercial acumen, with the ability to manage budgets effectively.</p> <p>Excellent communication, presentation, and negotiation skills to promote the University's ideas, products, and services, both current and potential.</p> <p>Ability to understand business needs and propose a variety of solutions relevant to client requirements.</p>	<p>Comprehensive understanding of business needs across a diverse range of disciplines at a strategic level.</p> <p>Exceptional management and coordination skills, with a strategic and creative mindset to identify potential opportunities and emerging trends.</p> <p>Strong IT skills and knowledge of necessary engagement rules to ensure CRM and information remain current and useful for multiple stakeholders.</p>

	<p>Excellent stakeholder engagement skills, with the ability to form sustainable commercial relationships.</p> <p>Commitment to outstanding customer service and continuous quality improvement.</p> <p>Ability to set appropriate service targets and monitor the implementation of development plans to achieve desired impact.</p>	
<p>Personal Qualities</p>	<p>Willingness to support colleagues by undertaking activity across a range of levels at the University, to meet university operational priorities.</p> <p>Ability to motivate oneself and others.</p> <p>Strong organisational skills with attention to detail, ensuring University and external deadlines are met.</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 within the range £50,694 to £56,921 per annum. 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.

Contract Term This is a full time, permanent contract. Employment may be terminated during the course of the contract by either party giving three months' notice in writing

Hours of Work The routine working week is 37 hours over Monday to Friday, inclusive. There may be a requirement for overtime working from time to time and time off in lieu may be allowed for agreed hours worked in excess of 37 per week.

Holidays The annual holiday entitlement is 25 working days, plus statutory bank holidays. In addition to this there are 8 University closure days during the full annual leave year. 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.

All annual holiday entitlement (including bank holidays and University closure days) is pro-rata for part-time employees. Further details will be confirmed on appointment.

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 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.

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.

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 Disclosure and Barring Service Check before an appointment can be made.

References

Candidates should ensure that they provide full details of the name and postal address of their referees. Please include e-mail addresses and telephone numbers wherever possible. Referees should include your present, or most recent, employer.

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 submitted no later than midnight **on the 10th November 2024**

Please note that interviews will take place Friday 15th November 2024