

1 JOB DESCRIPTION

**School or Division/
Address:**

External Relations

Academic Faculty / Support Services Division:

(Supplementary information for recruitment only)

Job Family / Grade: Professional and
Administrative Services /
Grade M

Salary range:

Salary commensurate
with skills, knowledge
and experience

Hours of work: Full time

Work pattern:

Full-time

Contract type: Open ended

1.1 Main Job Purpose

Working with the Registrar, Pro Vice-Chancellor (International and Student Recruitment) and other members of the Senior Management Team, the Director of External Relations will be responsible and accountable for the overall strategic direction and delivery of the University's External Relations activity. In so doing, the Director will enhance and consolidate the University's profile with key audiences including prospective students, staff, employers and institutional partners.

The Director will lead the development and implementation of the relevant University strategies, policies and operations and provide expert advice to the University's Senior Management Team in the following areas:

- Internationalisation, including international student recruitment, mobility, institutional relationships and overseas partnerships
- UK student recruitment and partnerships
- Widening participation and fair access
- Admissions
- Corporate marketing and brand management
- Public relations, including communications, media relations and public events
- Internal and external communications using a variety of channels
- Government relations

The Director will play a key role in ensuring the effective coordination of efforts relating to the University's external profile across the University's Professional Services, both within and outside his/her own teams, as well as with the activities taking place in academic units such as faculties, schools, and institutes.

1.2 Statement of Responsibilities

Planning & Organising / Decision Making / Problem Solving

- Responsible for setting the University's strategic direction in its external relations, in consultation and collaboration with relevant senior managers across the University, including developing and implementing key messages.
- Ensure that the University's position with regard to controversial or sensitive issues is effectively managed and communicated.
- Oversee the delivery of the strategic direction of the University's recruitment, admissions and widening participation activities in line with the objectives of the University Strategy; consulting with the Pro Vice-Chancellor (International and Student Recruitment) and other relevant stakeholders as appropriate.
- Oversee the delivery of the strategic direction of the University's internationalisation activities in line with the objectives of the University Strategy, consulting with the Pro Vice-Chancellor (International and Student Recruitment) and other relevant stakeholders

- Ensure that the University's involvement in collaborative and partnership initiatives projects the appropriate image for the University and produces the maximum possible positive exposure for the University.
- Working closely with the Director, Planning, ensure that the University is able to respond competitively to the market and to changing legislative and political environments as they emerge. Ensure that the University is made aware of emerging or anticipated changes to the market environment and to relevant developments in regional, national and international strategies and policies. Highlight and advise on any ensuing risks and challenges for the University.
- Work with the Director of Development and Alumni Relations to maximise the value of alumni as brand ambassadors.
- Fully participate as a member of the University Planning & Resources Committee (UPARC), which advises the Board of Trustees and Senate on operational and academic matters.

Analysis, Reporting and Documentation

- Ensure that student recruitment and marketing activities are developed based on the advanced use of market research and data analysis to inform strategic and operational developments, ensuring that the University is able to meet its recruitment targets and maintain its competitive position.
- Ensure innovative recruitment initiatives within the University and provide advice, based on specialist expertise and market analysis, to senior management and university staff on UK and international market trends; opportunities for market-led programme development; price sensitivity of student markets; marketing and student recruitment strategies; and best practice in admissions.
- Oversee use of application trends, social media, web traffic and media activity to develop appropriate promotional and positioning strategies for the University.
- Drawing upon market intelligence, research and the expertise of the division, advise the University on matters such as enrolment trends, fee setting and admissions performance.
- Identify opportunities for programme development, drawing on specialist knowledge of market demand and an understanding of the subject expertise available within the University to encourage the best possible fit between the University's offerings and applicant interests.

Liaison

- Ensure that the University's brand, reputation, profile and academic standing are professionally managed and promoted across all media including print, digital, social media and face to face engagement with stakeholders.
- Act as the internal champion for External Relations and ensure cohesion of activity across the team.
- Represent and promote the University's interests on relevant regional, national and international bodies in order to capture and convey best practice, monitor sector developments and alert the University to opportunities and implications.
- Represent the University at senior management/strategic level in on external bodies, strategic bodies, with local, regional, national and overseas governments and in other external fora.
- Represent the University externally, in the UK and internationally including representing the University in its interactions with government, in the local, regional, national and international spheres.
- Negotiate with external stakeholders on behalf of the University and develop appropriate strategic collaborative partnerships worldwide. Host visits to the University and lead outbound University delegations as necessary.

Continuous Improvement

- Proactively engage with peer networks, identifying and implementing best practice from other institutions in the UK and internationally, assessing performance against external benchmarks.
- Monitor and assess the quality of service delivery in order to ensure that service delivery is of the highest possible standard and demonstrates cutting edge practise in marketing, communications, recruitment and admissions.

People Management

- Provide professional leadership, direction and motivation to the relevant teams under line management.
- Ensure that performance is managed effectively and staffing structures are optimised to support and improve delivery of an integrated and high quality service. Ensure resource is aligned with changing strategic priorities and external regulatory environments.

1.3 Relationships and Contacts

Line manager:

Registrar and Chief Operating Officer

Line manager to (where appropriate):

Head of WP and Student Recruitment

Head of Student Marketing

Director of International

Head of Admissions

Director of Communications and Marketing

Head of Government Relations

Internal Contacts

Contact with whom?

Nature of relationship

Purpose

Vice-Chancellor, Deputy Vice Chancellor, Pro Vice-Chancellors, Registrar and Chief Operating Officer, Chairman of Council, other Divisional Heads, academics at all levels, to provide professional advice and effective solutions on all matters relevant to the post.

External Contacts

Contact with whom?

Nature of relationship

Purpose

Represent and promote the University's interests on relevant regional, national and international bodies in order to capture and convey best practice, monitor sector developments and alert the University to opportunities and implications.

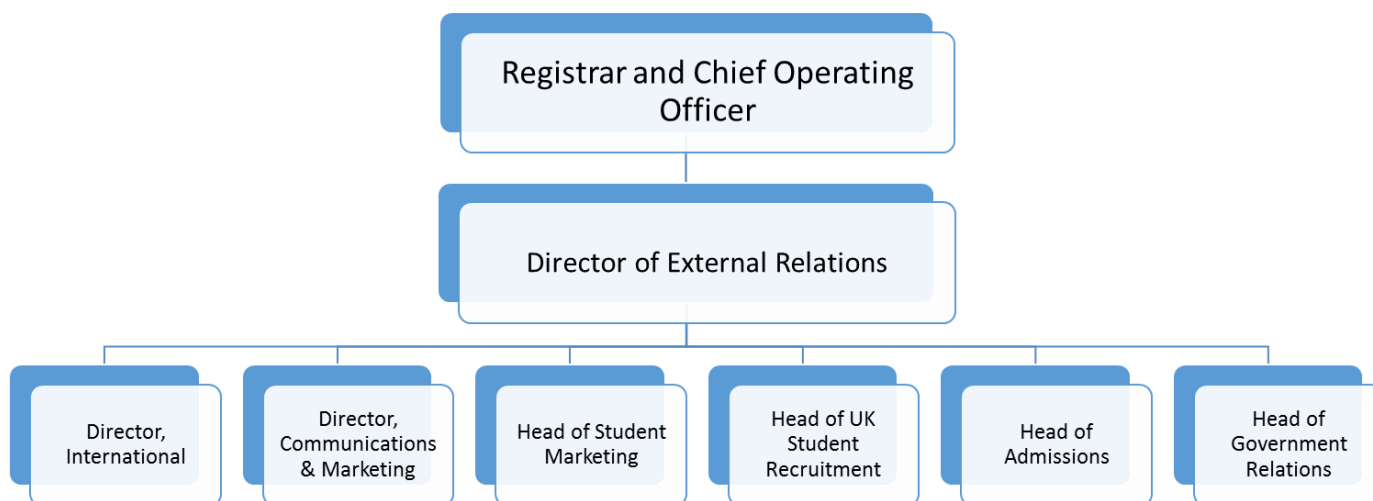
Represent the University at senior management/strategic level in on external bodies, strategic bodies, with local, regional, national and overseas governments and in other external fora.

Represent the University externally, in the UK and internationally including representing the University in its interactions with government, in the local, regional, national and international spheres.

Engage in proactive and reactive contact with local, national and international journalists to explain, promote and defend the University's position and achievements.

In addition, the Director is a member of relevant professional groups and networks as necessary with senior staff at other, particularly Russell Group and South West regional universities.

1.4 Organisation Charts



2 PERSON SPECIFICATION

2.1 Relevant Experience, Skills and Knowledge

Essential

- Significant leadership experience in a combination of marketing, public relations, communications, internationalisation, student recruitment, widening participation and admissions.
- Knowledge of the legal and regulatory environment within which marketing, recruitment and admissions are delivered
- Knowledge of policy, strategy and operational delivery in areas that include marketing, public relations, internal and external communications, digital, internationalisation, student recruitment and admissions.
- Ability to demonstrate success, at senior management level, in the development and operational delivery of effective marketing, communications and student recruitment strategies.

Desirable

- Experience of government relations
- Experience of system development and implementation
- Previous work experience in a Higher Education environment; ideally in a research-intensive university or equivalent institution
- International work experience
- Knowledge of relevant HE funding processes and Government policies and legislation affecting the HE sector.
- Experience of overseeing brand delivery in a complex organisation

- Experience of leadership and management of large teams and services
- Strategic planning and complex policy development skills.
- Vision, innovation, creativity and lateral thinking
- Financial skills, including the ability to manage and monitor large, complex budgets and allocate resources effectively

2.2 Relevant Qualifications

Essential

- Educated to degree level or equivalent

Desirable

- Postgraduate qualifications

2.3 Communication and Interpersonal Skills

Essential

- Highly-developed leadership skills
- Highly developed written and oral communication skills including the ability to write strategy/policy documents, analyse complex data and deliver presentations to a wide range of audiences.
- Excellent interpersonal skills including the ability to lead, negotiate, persuade, influence and to maintain large networks, both nationally and internationally.

Desirable

- Additional language skills
- Media communication skills

2.4 Additional Criteria

Essential

- Intercultural understanding and knowledge of and sensitivity to academic culture, practices and attitudes.

Desirable

3 BACKGROUND INFORMATION

3.1 The School/Division

The new division of External Relations will have overall responsibility for managing the University's externally-facing activities and will be led by a Director who will ensure a joined-up, synergistic approach to promoting the University to a wide range of external stakeholders. This will include generally raising the University's profile as well as ensuring a greater awareness of the University's key messages and current priorities under its newly launched strategy.

3.2 The University and the City of Bristol

The University of Bristol, with roots that date back to 1876, is recognised as one of the leading higher education institutions in the UK. The University is recognised internationally for its research and academic excellence, and regularly features among the world's foremost universities in global league tables.

Under the leadership of its new Vice-Chancellor, Professor Hugh Brady, the University launched an ambitious new Strategic Plan in June 2016. This Plan places a significant emphasis on the role that internationalisation, external engagement and partnership development will play in helping to achieve the University's broader ambitions.

The University of Bristol's mission is '*to pursue and share knowledge and understanding, both for their own sake and to help individuals and society fulfil their potential*'. This is underpinned by a vision where the University of Bristol is an international powerhouse of learning, discovery and enterprise, whose excellence is acknowledged locally, nationally and globally.

The University also plays a lead role in the city of Bristol's cultural and economic wellbeing and carries out an extensive programme of events and activities on behalf of the city, as well as being a keen supporter of partner organisations' activities.

For more information, please see <http://www.bris.ac.uk/university/>

3.3 The University's commitment to Equality and Diversity and a Positive Working Environment

As a leading global institution we are keen to attract the most highly talented individuals from a diverse range of backgrounds. Further information on our commitment to equality and diversity can be found at: <http://www.bris.ac.uk/jobs/diversity.html>

The University's Positive Working Environment (PWE) agenda is an ongoing process with the aim of making working life at the University of Bristol productive, rewarding, enjoyable and healthy for all colleagues. To find out more about PWE please visit <http://www.bristol.ac.uk/pwe/>