

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

BRIEF FOR THE POSITION OF

**DIRECTOR OF
MASOOD
ENTREPRENEURSHIP
CENTRE
ALLIANCE MANCHESTER
BUSINESS SCHOOL**

JANUARY 2024

SUMMARY	3
MASOOD ENTREPRENEURSHIP CENTRE	4
ALLIANCE MANCHESTER BUSINESS SCHOOL	7
THE UNIVERSITY OF MANCHESTER	9
THE ROLE	11
APPOINTMENT PROCESS	15
HOW TO APPLY	16



SUMMARY

The Masood Entrepreneurship Centre (MEC) is one of the UK's leading university providers of applied enterprise and entrepreneurial teaching, learning and support.

Based in Alliance Manchester Business School (AMBS) but with a University-wide remit, we are looking for an experienced individual to lead MEC's mission to enable the brightest entrepreneurial minds to turn their discoveries and ideas into innovative new enterprises.

The Director of MEC will provide senior leadership, strategic direction, and management of student-focused entrepreneurship teaching and learning and start-up activity across the University of Manchester. They will be responsible for all MEC activities, budgets, professional services staff and resources, ensuring high quality provision and delivery in the pursuit of the School's and University's strategic aim to be nationally and internationally recognised as a place of innovation and entrepreneurship.

Reporting to the Head of AMBS, the role holder will continuously deliver strategic insight and tactical advice about entrepreneurship programme development and start-up activity to the Head of School, the School's Senior Leadership Team, and other policy making bodies regionally and internationally, to inform strategic decision making. They will take an active role in respected global external entrepreneurship networks and fora.

The Director will have responsibility for and expertly manage all internal and external engagement in the private and public sectors, externally representing the School and the University regionally, nationally and globally and playing a key role in the School's development, co-ordination and stewardship of private and policy making relationships and partnerships. Internally, the Director will manage close relationships with a wide range of senior academic and professional services stakeholders across the University.



MASOOD ENTREPRENEURSHIP CENTRE

The Masood Entrepreneurship Centre is the focal point for enterprise and entrepreneurship learning at The University of Manchester.

Based in AMBS but with a University-wide remit, the Centre was established in 2000 and is recognised as one of the UK leaders in the area of practitioner-based, applied enterprise and entrepreneurial teaching, learning and support.

The Centre delivers enterprise and innovation teaching and skills development for all University of Manchester students, recent graduates and staff, and encourages the establishment and growth of start-up businesses across the University, supporting a growing community of start-ups.

It is also committed to supporting the next generation of socially conscious entrepreneurs and changemakers; helping them deal with grand global challenges such as climate change, social inequalities, and the inexorable rise of digital technologies. At its core MEC aims to drive positive social impact through entrepreneurship.

Activities include:

- > Over 30 taught units available for University of Manchester students at all levels and across all Schools
- > Workshops and access to online networks
- > Wide range of co-curricular activities including a speaker series, forums and events and drop-in advice sessions
- > Start-up funding awards - Kickstarter and Flying Starter funds
- > Annual flagship competitions, including Venture Further and the Eli and Britt Harari Graphene Enterprise Award
- > An Entrepreneurial Advisor Network composed of highly experienced alumni and regional contacts.



VISION

To be internationally recognised as a leading centre of excellence in enterprise and entrepreneurship education supporting a thriving community of innovative students, graduates and staff to grow and prosper in their chosen ventures.



LEARN.DEVELOP.LAUNCH



Key goals:

LEARN

Increasing visibility and involvement in formal and informal entrepreneurial programmes

Significant increase evidenced by the number of students, graduates and staff involved in enterprise and entrepreneurship programmes year on year.

DEVELOP

Evolving the entrepreneurial campus

Significant increase in the number of students, graduates and staff taking forward a viable business idea year on year.

LAUNCH

Delivering the entrepreneurial campus

Significant increase in the number and quality of start-up businesses established year on year with scale-up potential.

The inclusion of enterprise and entrepreneurship programmes within the University is an important way in which the student and staff experience is differentiated and one way in which our enterprise and innovation strategy is manifested.



- > In the last year, nearly 40 new start-ups were created.
- > Over 260 Centre-supported businesses are still active, employing over 1,000 and generating over £50 million in turnover. External investment in these businesses is more than £6.4 million.

MEC is part of a wider innovation and entrepreneurship ecosystem at Manchester and is closely aligned with the work of the University of Manchester Innovation Factory, which is responsible for the commercialisation of University intellectual property.

The Centre is a key partner in The Innovation Academy, being a joint venture partner with the University of Manchester Innovation Factory and the University's science and engineering business engagement and innovation team.

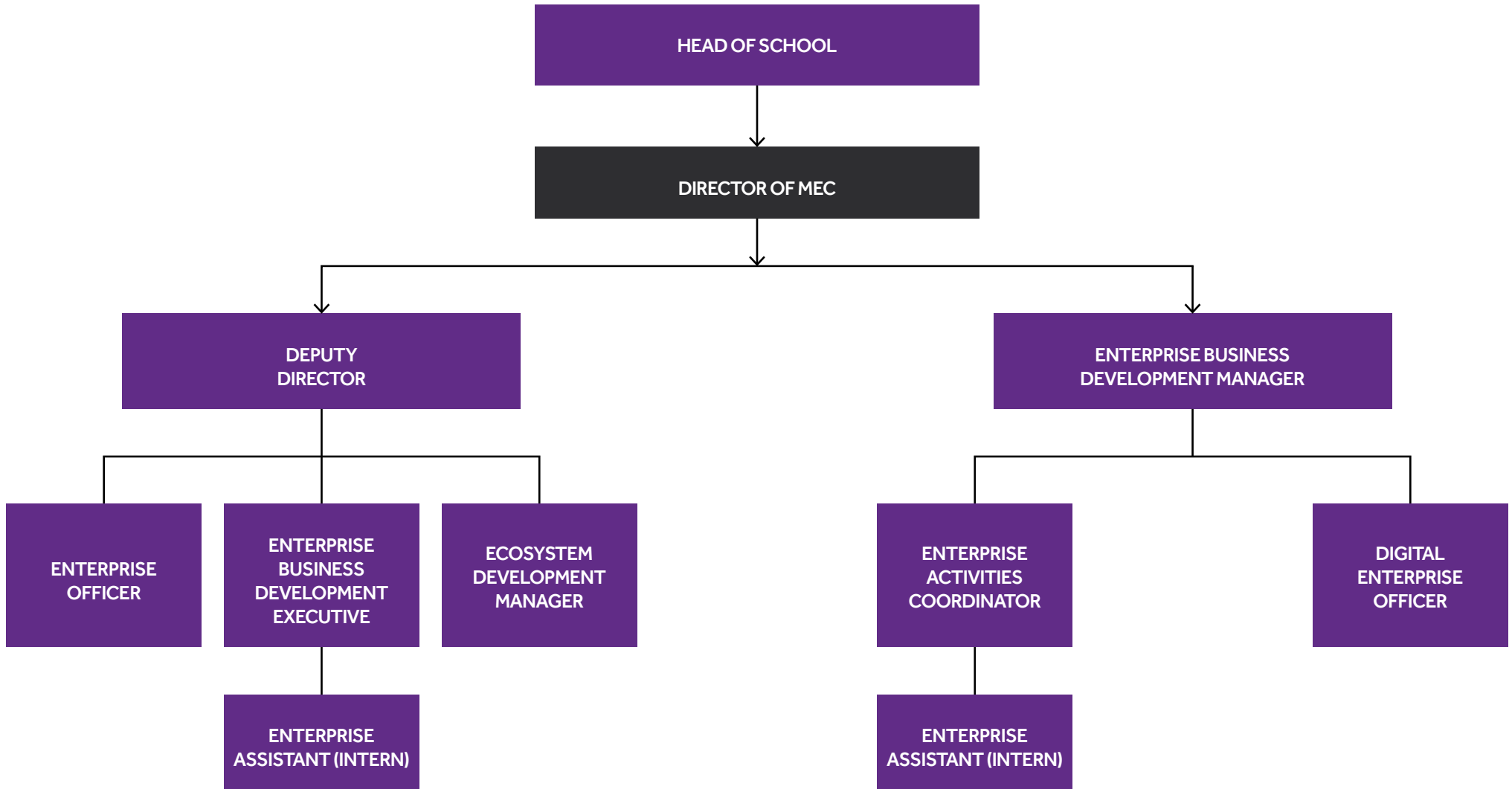
The Academy is designed to bring together knowledge, expertise and routes to facilitate the commercialisation of research from the Faculty of Science and Engineering.

As a focal point for enterprise and entrepreneurship, the Centre is also closely aligned with ID Manchester, a new billion-pound innovation district being developed in the heart of Manchester by the University and Bruntwood SciTech.

Further information about MEC can be found at:
www.entrepreneurship.manchester.ac.uk



MASOOD ENTREPRENEURSHIP CENTRE: PROFESIONAL STAFF STRUCTURE



ALLIANCE MANCHESTER BUSINESS SCHOOL

Established in 1965 as one of the UK's first two business schools, AMBS has an international reputation for original thinking, pioneering innovation and world class research.

We are proud to be part of the prestigious University of Manchester (UoM) and one of four Schools within the Faculty of Humanities. We are one of the largest campus-based business and management schools in the UK. As a full-service School, we deliver industry-focused business education across the globe from Manchester, and global centres in Dubai, Hong Kong, Shanghai and Singapore.

The School holds a substantial reputation with a global range of corporate partners and enjoys the considerable support of its highly engaged alumni community. AMBS is proud to be celebrating 60 years as a leader in business and management education and research in 2025. 'Original Thinking Applied' is the School's brand essence and this commitment to maintaining originality, thought leadership, curiosity and a pioneering spirit is at its heart.



ORIGINAL	THINKING	APPLIED
<ul style="list-style-type: none"> > We were one of the UK's first two business schools, established in 1965. > Drawing on Manchester's rich history, we aspire to deliver inventive business and management solutions through our world-class research and teaching. > We are inspired by Manchester, the world's original modern city, with an ethos of enterprise, culture and innovation. 	<ul style="list-style-type: none"> > We undertake cutting-edge and influential research which has a transformative impact on policy and practice. > Our research has significant reach: through the School, our international centres and our alumni network. > We develop world-class engaged scholars and produce highly employable graduates who question, challenge and make a difference. 	<ul style="list-style-type: none"> > We turn theory into practice across all our activity, through our programmes, business engagement and research. > Our academic staff provide insightful commentary on local, regional, national and global issues. > The Manchester Method, brought to life across all our programmes, focuses on applying theory, through group work, projects and practice-based learning.

In 2015, AMBS received a transformational donation from Lord Alliance which supported an ambitious redevelopment of the building to become 'Alliance Manchester Business School'.

Our state-of-the-art building and stand-alone Executive Education Centre opened in 2019 and are located on the Oxford Road Corridor, at the heart of the UoM campus. Our buildings feature inspiring teaching, events and meeting spaces, Masood Entrepreneurship Centre, the Eddie Davis Library, the outstanding Data Visualisation Observatory and Behavioural Research Laboratory, and are home to our academic divisions, research centres and professional services colleagues.

Inspired by the city of Manchester's history as a world-leader in enterprise, innovation and creativity, AMBS undertakes cutting-edge and influential research which has a transformative impact on policy and practice and develops world-class engaged scholars who will develop and lead exciting research agendas to address the globe's greatest challenges.

Our research spans four academic divisions that cover Accounting and Finance; Innovation, Management and Policy; People, Management and Organisations; and Management Sciences and Marketing. Our Centres and Institutes are developing ground-breaking research across Innovation, Productivity, Sustainable Consumption, Work and Equalities; Investment Risk; Decision and Cognitive Sciences Research and Fintech.

AMBS' commitment to outstanding research quality and scale is exemplified by its recent success in the UK

government's Research Excellence Framework (REF) 2021 which saw it place third in the UK for research power.

The School is amongst the top 1% of business schools globally, holding three accreditations from leading bodies, European Foundation for Management Development (EQUIS), Association of MBA (AMBA) and Association to Advance Collegiate Schools of Business (AACSB).

We offer undergraduate, specialist Masters, MBA, Global part-time MBA, Global Executive MBA, Executive Education, PGR and DBA programmes to a wide range of students and delegates.

The Financial Times annual Global MBA ranking of the world's best full time MBAs placed AMBS fifth in the UK and 46th in the world in 2023.

AMBS is not only a globally recognised School, but has a diverse network of international students with 135 nationalities represented; and over 60,000 alumni in 176 countries.

With Social Responsibility deeply embedded into the values of the School and University as a whole, AMBS is proud to retain its position as the FT's highest-ranked school in the UK for Environmental, Social and Governance, which recognises the proportion of teaching hours from core courses dedicated to environmental, social and governance issues.

Further information about AMBS can be found at: [ambs.ac.uk](https://www.ambs.ac.uk)





THE UNIVERSITY OF MANCHESTER

The University of Manchester has a distinguished history of academic achievement and an ambitious agenda for the future. The University's tradition of success in learning and research stretches back 200 years with the University celebrating its bicentenary in 2024.

We have a history of world firsts and brilliant discoveries, from splitting the atom to giving the world graphene. Today, the University enjoys a global reputation for its innovative approach to learning and its internationally renowned research.

Since 2005, the University of Manchester has risen in various ranking and league tables. It is ranked 28th in the 2023 QS World University Rankings, confirming the University as a world-class teaching and research institution. In 2021, the University was ranked first globally in the THE Impact Rankings, recognising the social and environmental impact of our work across its full range of functions. Manchester was also ranked fifth in the UK for 'research power' in the 2021 Research Excellence Framework. These results confirm Manchester's place as one of only a handful of the UK's leading research universities across a wide range of subjects.

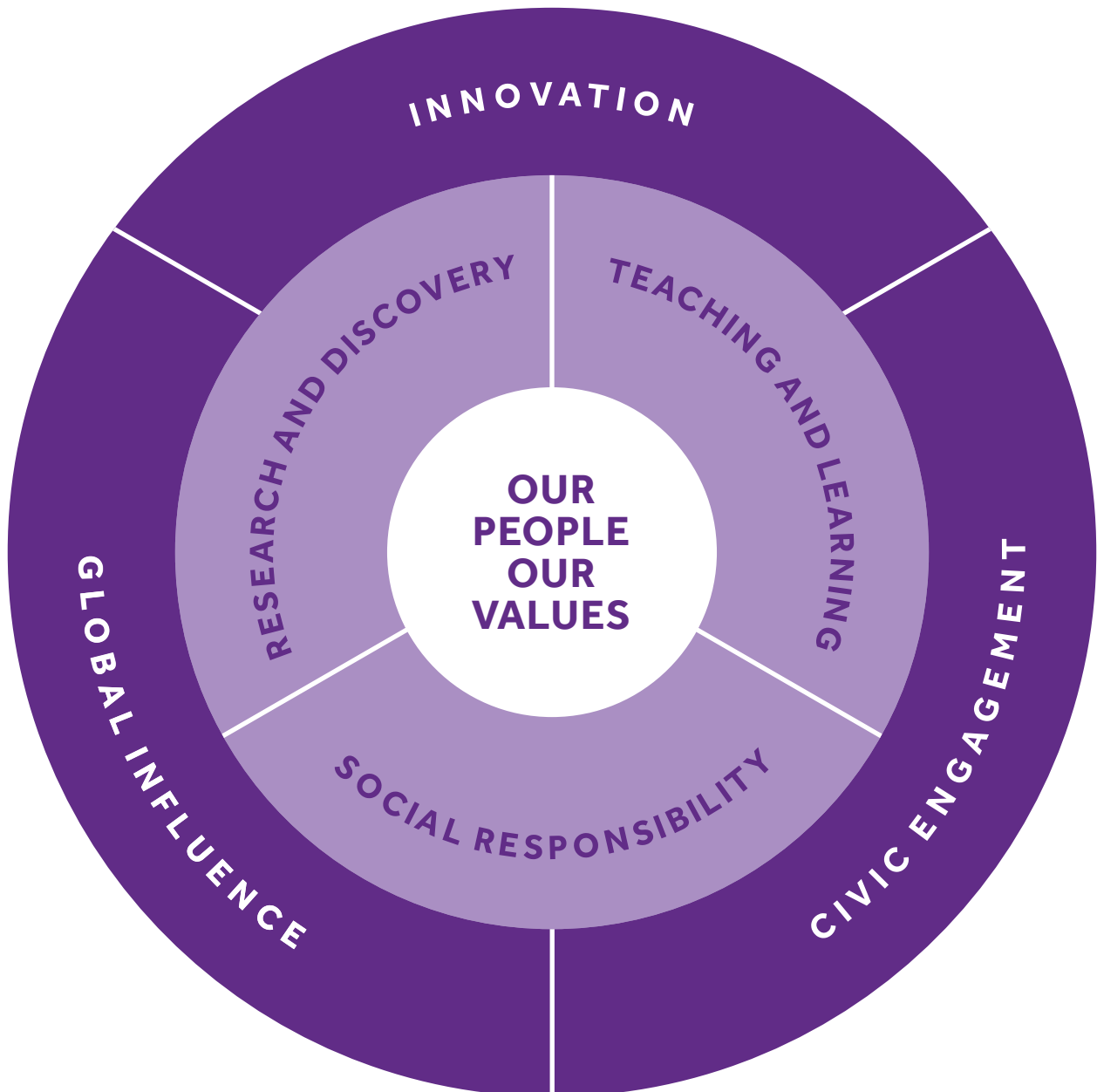
The University provides a stimulating learning environment and the highest standards of teaching with enthusiastic and engaging teachers. The quality of the higher education we provide is therefore characterised by an outstanding student experience and a rich and diverse learning environment with a strong commitment to social responsibility and the employability of its graduates.

The University can count 25 Nobel Prize winners among current and former staff and students. Iconic appointments amongst the current staff include novelist Jeanette Winterson, historian Michael Wood and Nobel Laureate and life scientist John Sulston. Professor Andre Geim and Professor Konstantin Novoselov were awarded the 2010 Nobel Prize in Physics for their discovery of graphene, the world's strongest and thinnest material.



OUR FUTURE

Purpose, vision and strategic plan



Our purpose

To advance education, knowledge and wisdom for the good of society.

Our vision

We will be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment.



THE ROLE OF DIRECTOR OF MASOOD ENTREPRENEURSHIP CENTRE ALLIANCE MANCHESTER BUSINESS SCHOOL

Main responsibilities

Strategy, Planning and Control

- > To be responsible for the ongoing development of the strategic direction of entrepreneurship education, and student start-ups including overall structure, horizon scanning, business development, pedagogical approach, methods of delivery, promotion and recruitment, and technological advances - translating the strategy into a clear and achievable delivery plan.
- > To lead the MEC Team, embedding a strong performance culture, and ensuring an inclusive and equitable approach where all colleagues have the opportunity to thrive and develop to their full potential.
- > To be responsible for growing the scale of MEC's activity towards making entrepreneurship education and resources available to every student at the University of Manchester and to develop the business plan for achieving this, including where appropriate the co-ordination of large scale, cross organisational bids.
- > To be responsible for all budget management including effective forecasting, monitoring, and costing.
- > To hold accountability for annual budgets, operational and strategic plans.





- > To lead the delivery of MEC programmes and co-curricular activity, enabling the development of processes and systems to achieve agreed KPIs for all activity.
- > To be responsible for the development and communication of annual performance monitoring and measures to drive continuous improvement, strategic growth and success across the School's entrepreneurship activity.
- > To have a clear staffing strategy, embedding operational effectiveness across all MEC services teams, ensuring agility, high performance, and the continued development of digitally assisted streamlined processes that underpin all areas of work.
- > To lead on the effective use of facilities and space in relation to the successful execution of all MEC delivery.
- > To be a member of the Extended School Leadership Team, Professional Services Leadership Team and the MEC Management Team, providing advice and guidance to these groups and the wider School, Faculty and University Leadership Teams on all aspects of Entrepreneurship to inform discussions and decision making, contributing to strategic development in this area.
- > To comply with all external accreditation standards, particularly AACSB, EQUIS and AMBA.
- > To develop and help maintain QA processes and interact with Faculty and University QA teams for award-bearing programmes. For non-award bearing programmes, negotiate and agree quality requirements with clients, ensuring these fit with University expectations and standards.
- > To ensure that MEC is at the forefront of advances in the art, science and practice of entrepreneurial training and development and start-up support.

Internal and External Engagement

- > To own and develop MEC senior relationships with external stakeholders, representing the School and the University regionally, nationally and globally and to hold and steward external relationships on behalf of the School and University.
- > To engage alumni and businesses in the support of student entrepreneurship including, for example, sponsorship of entrepreneurship competitions and mentoring of student entrepreneurs.

- > To manage relationships with other academic partners in the UK and globally to support and deliver programmes.
- > To be accountable to the University's Senior Leadership Team's innovation lead (currently the Deputy President and Deputy Vice-Chancellor and their team) for MEC's contribution to the University's Innovation Plan and for University-wide activities such as extracurricular competitions, ensuring that these are coordinated with overall strategy.
- > To develop excellent working relations with other relevant University actors, in particular: The University of Manchester Innovation Factory which is responsible for commercialisation of University intellectual property; the Business Engagement and Knowledge Exchange team responsible for links with business; and the Directorate for Development and Alumni Relations which connects to alumni and potential donors.
- > To work strategically with the International Office, Internationalisation and Business Engagement Teams from the Faculty and University, including close working with the Vice Dean for Research and the Associate Dean for Business Engagement; and to co-ordinate with other external facing academic and PS colleagues, including Business Engagement and Internationalisation leads for the School.
- > To work closely and collegiately with a broad range of key colleagues within AMBS, including Heads of Divisions and Subject Groups, Programme Directors, academic staff delivering MEC programmes, People & OD Business Partner, School Head of Finance and AMBS Head of Marketing, Recruitment and Communications.
- > To represent the School on senior University governance and steering groups (for example: Innovation and Business Engagement Strategy Group; Flexible Learning Programme Lifelong Learning Board) and provide senior level engagement with related University initiatives, such as the Flexible Learning Programme.
- > To have presence regionally across business networks and to be an active member of highly respected external entrepreneurship network groups such as Enterprise Educators UK, the Higher Education Academy, Institute for Small Business and Entrepreneurship, National Centre for Entrepreneurship in Education, North West Universities Association, N8 Research Partnership, and Sci-Tech Daresbury.



- > To provide data on use and impact as requested in relation to use of centrally allocated resources such as HEIF funding, and in support of external reporting requirements such as the annual HEBCI Survey and the University's entry for the Knowledge Exchange Framework.

Additional

- > To have awareness and active engagement with the need for equality, diversity and inclusion in all that we do.
- > To champion and embed a culture of innovation, collaboration and continuous improvement, leading as required on MEC and School transformational change initiatives.
- > To invest in one's own professional development and that of all members of the team.
- > To act in accordance with and promote University policies, procedures and requirements at all times – in particular those relating to health and safety, equality diversity and inclusion, and information governance.



PERSON SPECIFICATION

Essential knowledge, skills and experience

- > Possess a good first degree or relevant professional qualification and/or have significant experience of educational programme direction and leadership.
- > Have commercial and international business experience, with wide cultural experience.
- > Have an in-depth understanding of entrepreneurship including extensive leadership and/or management experience of business start-ups.
- > Be able to demonstrate a strong and successful outcome and results focused approach.
- > Ability to work across discipline boundaries.
- > Excellent knowledge and understanding of the HE environment and of the major influences on academic policy.
- > Possess highly developed leadership, diplomacy and interpersonal skills, with a record of:
 - setting strategic direction
 - influencing decisions and policies
 - building high performance, outcomes focused, and operationally effective teams
 - working at pace and at the forefront of educational innovation
 - maintaining professional working relationships at all times
 - working positively and collaboratively with a range of colleagues from diverse backgrounds.
- > Possess strong creative problem-solving skills and the ability to evaluate alternative courses of action and formulate recommendations.
- > Have a growth mindset and innovative approach to navigating commercial delivery.
- > Be able to demonstrate achievement of revenue targets and budgets.
- > Have experience of leading and delivering business and organisational change.
- > Share's the University's values.

This job description is not exhaustive and will change and develop over time as the needs for the job changes.

International travel will form an embedded aspect of this role.





APPOINTMENT PROCESS

The University of Manchester has engaged the services of Anderson Quigley, to whom applications should be sent by no later than noon on Friday 15 March 2024. Anderson Quigley will support the selection committee in the delivery of its duties, both to assist in the assessment of candidates against the requirements for the role and to identify the widest possible field of qualified candidates.

The University welcomes applicants from all sections of the community regardless of age, sex, gender (or gender identity), ethnicity, disability, sexual orientation and transgender status. All appointments are made on merit. You will be asked to complete an online Equal Opportunities monitoring form as part of the online submission process. This will assist the University of Manchester in monitoring selection decisions to assess whether equality of opportunity is being achieved. Information collated from the Equal Opportunities monitoring forms will not be used as part of the selection process and will be treated as strictly confidential.





HOW TO APPLY

Anderson Quigley is acting as an advisor to the University of Manchester.

An executive search process is being conducted by Anderson Quigley in addition to the public advertisement.

If you have the qualities and attributes we seek, we would be delighted to hear from you.

To apply, please submit a full CV and a supporting statement. Your CV should include:

- > Educational and professional qualifications.
- > Full employment history.
- > The names and addresses of two referees.
Referees will not be approached until the final stages of the selection process and not without prior permission from candidates.

Your supporting statement should demonstrate your ability to meet the person specification (maximum two pages).

Please submit your documents to <https://andersonquigley.com/candidates/> using the reference AQ2471.

The closing date is noon on Friday 15 March 2024.

Should you wish to discuss the role in strict confidence, please contact our advising consultants at Anderson Quigley:

Imogen Wilde on +44 (0)7864 652 633
or imogen.wilde@andersonquigley.com

Elliott Rae on +44 (0)7584 078 534
or elliott.rae@andersonquigley.com



ORIGINAL THINKING APPLIED

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