



## **Job Detail**

(Overview, Role Detail and Person Specification)

School of Science, Engineering &  
Environment

**Associate Dean (Enterprise &  
Engagement)**

**Grade MNGT**

**Role Title: Associate Dean: Enterprise & Engagement**

**Reports To: PVC Dean of School – School of Science, Engineering and Environment**

**Accountable To: PVC Research and Innovation**

### **Role Purpose**

The role involves working closely with the PVC Dean of School, PVC Research and Enterprise, Research and Knowledge Exchange colleagues, Deputy Dean, other Associate Deans and Professional Services colleagues to develop and deliver the school's enterprise and commercial activities with a requirement to improve commercial value, growth, and quality of outputs and which align to the strategic priorities of the University and School Innovation strategy.

The post holder will be the strategic developer and coordinator of School activity related to enterprise and engagement and will therefore play a significant role in informing and setting relevant School strategy. The Associate Deans have responsibility for operating across the school, rather than being attached to any one area, with autonomy and responsibility to coordinate activity with other Associate Deans across the University and with external partners.

This role translates our university strategy into relevant enterprise activity, building partnerships that bring meaningful teaching, learning and research activities into the school.

In line with the 'Salford Behaviours' and as a key post within the School Leadership Team, this post requires you to be a role model in visibly inspiring, aligning, collaborating, and co-creating. Success will be evidenced through effective working within the school and by collaborating with colleagues in other areas of the University and with external partners.

The post-holder will also assist and support the PVC Dean of School in the effective leadership of the school, developing, monitoring, and delivering the school's operational plan as it relates to enterprise and engagement, as well as contributing to the achievement of School's wider objectives and key performance indicators.

## Responsibilities

### Leadership

- Deputise where appropriate for the PVC Dean of School.
- Develop a positive and effective culture for enterprise and engagement.
- Develop Enterprise and Innovation colleagues across the school and lead a team responsible for enterprise activity within the school.
- Assure continual improvement in the quality and performance of Enterprise and Engagement throughout the School and University
- Provide overall strategic, academic leadership and management for knowledge exchange and enterprise activity within the school, developing a positive and effective culture for innovation and commercialisation.
- Develop and implement integrated academic plans and targets which support the wider objectives and KPIs of the University and position it to respond effectively to any future changes in Higher Education.
- Contribute to the strategic work of the School Leadership Team to develop, monitor, and review the school's operational plan and to oversee its implementation in respect of its strategic objectives.
- Contribute to and support University wide initiatives and portfolios as required by the University Leadership Team.
- Work as part of an institutional team of Associate Deans, ensuring good practice and innovation is identified and shared institutionally.
- Support and guide senior colleagues within the school, ensure that specialist discipline level enterprise and engagement activities also contribute to interdisciplinary projects and the combined commitment of the school to industry collaboration.
- Demonstrate leadership and ownership of activity within the work of the School Leadership Team, contributing to the wider work of the team, ensuring that the student is always at the centre of all activity.
- Advise the PVC Dean and wider School Leadership Team to develop and implement enterprise and engagement strategies, performance improvement plans and aligning these plans to the institutional strategy.
- Bring clarity and commercial focus to enterprise and engagement plans, ensuring that resources are deployed to enable greatest benefit.
- Drive the development of new and existing commercial activity, with a focus on improving profit generation and re-investment for future development.

- Support income generation activity and the development of diverse income streams such as apprenticeships, with accountability for meeting School targets for enterprise and knowledge exchange activity.
- Liaise with external organisations, building partnerships to raise the profile of the School/University and take advantage of trends and opportunities.
- Engage with and participate in the University's Performance and Career Conversations process.
- Engage with, participate in and champion the University's people processes including performance management and development of colleagues.
- Deputise as required for the Deputy Dean, and other Associate Deans.

### **Policy and Planning**

- With the PVC Dean of School, Directors, and other senior colleagues, lead on the School Enterprise and Engagement Strategy.
- Work with colleagues to implement, embed, and monitor relevant KPIs for enterprise activity within the school strategy. This will include aligning them with the wider university KPIs, the Knowledge Exchange and Research Excellence Frameworks and HEIF.
- Lead colleagues within the school to seek and secure funding for enterprise and knowledge exchange, and UK enterprise activities to ensure income targets are met.
- Develop enterprise and engagement strategies and School strategies that promote industry engagement in conjunction with the Dean of Research & Innovation, and the Enterprise team.
- Work with the PVC Dean of School and other Schools to support the development of multi-disciplinary partnerships across the university and with external partners and external stakeholders.
- Seek opportunities for commercialisation with regards to research outcomes and commercial partnerships.
- Lead engagement strategies that promote public engagement, community-based enterprise activity, and targeted policy initiatives.

### **Quality Assurance and Enhancement**

- Ensure that the school's activities in relation to enterprise and engagement are implemented to assure the pursuit the achievement of high academic standards.
- Ensure the operation of the University's agreed quality assurance mechanisms in relation to enterprise and engagement activity.
- Develop School quality assurance systems in relation to enterprise and engagement activity.
- Take responsibility for the knowledge exchange and commercialisation governance and policy compliance within the school, including intellectual property.

### **Resource Management**

- Advise the PVC Dean of School on the appropriate level of resourcing requirements to support enterprise activity, including liaison with Deputy Dean and Directors in relation to workload management.
- Be responsible for the budgetary control of enterprise activities and centres within the school.
- Be responsible for the allocation and deployment of resources to capitalise on opportunities or developing and enhancing research related success.

### **Liaison and Coordination**

- Represent the school internally, and the University externally, on committees relevant to Enterprise and Engagement, ensuring effective cross University working.
- Coordinate and work in partnership with the Associate Deans Research and Innovation to develop opportunities to build commercial activity through research and vice versa.
- Coordinate and work in partnership with the other Associate Deans to develop creative opportunities for enhancement to student learning, experience, and curriculum development.
- Seek out and develop innovative ideas and progressive practice with regards to enterprise to enhance the University's educational capability.
- Develop strong networks that promote the viability and reputation of the University nationally and internationally, proactively engaging with a range of relevant stakeholders to enhance the overall reputation and credibility of university activities.

## University of Salford Generic Responsibilities

- Promote equity and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with university policy.
- Perform any other duties appropriate to the grade as may be required.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- Engage with the University's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach when undertaking all duties and aspects of the role.
- This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

## Person Specification

### Qualifications

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
1	A first degree in a relevant discipline, ideally with a post graduate qualification/Higher degree.	E	A
2	Doctorate or working towards	D	A
3	Senior or Principal Fellowship of the Higher Education Authority	D	A
4	Hold a Postgraduate Certificate of Academic Practice or equivalent higher education teaching qualification	D	A

### Background & Experience

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
5	A successful record of academic achievement, with proven track record in engagement, knowledge exchange and enterprise activity	E	A/I/P
6	Extensive project development experience in an academic environment, whilst understanding commercial partnerships	E	A /I/P
7	A proven track record of senior academic management within HE, including the line management and leadership of academic colleagues.	E	A/I/P
8	Experience of developing, embedding, and monitoring strategic interventions which enable change.	E	A/I/P
9	Experience of monitoring and reviewing measures of success for enterprise and innovation, and identifying and responding to national research agendas	E	A/I/P
10	Experience of developing and sustaining partnership working, regionally and internationally including partnership working with business and industry	E	A /I/P
11	Experience of mentoring and developing colleagues to achieve stated goals	E	A/I/P

### Knowledge

	<b>The successful candidate should have demonstrable knowledge of:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
12	Current issues and priorities in HE and their impact upon Salford.	E	A/I/P
13	A thorough understanding of internal and external developments in innovation and enterprise related topics with reference to HEIF, REF and KEF, national strategic policy, and funding,	E	A /I/P

14	A thorough understanding of national industrial strategy, intellectual property, and the commercialisation of research.	E	A/I/P
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### Skills & Competencies

	<b>The successful candidate should demonstrate:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
15	Ability to generate and maintain external links including experience of building networks with business and industry	E	A/I/P
16	A firm commitment to ongoing personal and professional development	E	A/I/P
17	Excellent communication, interpersonal and team working skills, with the ability to motivate, coach, enable and support staff and students.	E	A/I/P
18	Ability to manage and successfully lead academic teams towards sustained and tangible impact	E	A/I/P
19	The ability to think strategically and propose and drive strategic direction for the future of the University of Salford to meet changing external environment	E	A/I/P
20	Commercial acumen, with robust data and analytical skills	E	A/I/P
21	The ability to manage and successfully execute organisational and cultural change	E	A/I/P
22	Ability to demonstrate enterprise growth, and identify new income streams	E	A/I/P
23	The development of new programmes, and activity in relation to enterprise	E	A/I/P
24	Ability to travel overseas and in the UK which requires time away. from home	D	A / I
25	Ability to think strategically and propose strategic direction for the future of the University of Salford to meet changing external. environment	E	A / I / P
26	An appreciation of the discipline areas across the school and ability to harness respect and influence internally and externally	E	A / I / P
27	A collaborative leadership approach with strong self-awareness and track record of empowering and engaging staff	E	A / I / P
28	Ability to manage and successfully execute organisational and cultural change	E	A / I / P



**A = Application form, I = Interview, P = Presentation, T = Test**

### **Candidate guidance**

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You should provide narrative to each of the key sections (Background & Experience, Knowledge and Skills and Competencies). Strong applicants will demonstrate experience relevant to the **essential** and **desirable** criteria. You should aim to be as **concise and succinct** as possible when providing your narrative, as this will greatly assist the shortlisting panel in reviewing your application.