



Director of Educational Enterprise

Human Resources

<http://www.city.ac.uk/>

October 2023



Role Profile

Position:	Director of Educational Enterprise
Department:	Educational Enterprise
Grade:	9 (TBC)
Tenure:	Permanent
Responsible to:	VP Engagement, Enterprise, and Employability

Job Purpose

City's strategy to be the university of business, practice and the professions prompts an opportunity to re-design Professional and Continuing Education, as well as other forms of educational enterprise.

This role will be to lead a reorientation of resources invested in the current Continuing Education teams from an independent and autonomous unit to a core, strategically aligned professional service. The vision for Educational Enterprise is to develop and grow the provision of CE, CPD, and Summer Schools of all types on a commercially sustainable basis. Pivoting toward the creation of an Educational Enterprise team means creating a non-degree product development team with a remit to use leadership, administrative and management skills to deliver a core suite of high-quality, financially sustainable core modules aligned with business, practice, and the professions - support Deans, AD teams and academic and professional services colleagues in City's six schools in developing online, blended, or face to face CE and CPD programmes across a common billing and course management platform.

As a leader and subject matter expert the Director of Educational Enterprise will also advise schools on market opportunity, partnering and business case development.

Main Accountabilities & Responsibilities

- Provide strategic direction and lead the development of an educational enterprise team to efficiently deliver profitable short courses and serve Schools who seek to grow income/reputation through short courses, CPD and summer schools, aligned with City and School strategy.
- Development and delivery of an Educational Enterprise Strategy to relaunch and build City's Continuing Education, CPD, Lifelong Learning and summer school provision.
- Identify and assure delivery of a core of high quality and financially viable short courses, (@50% contribution) in line with City's strategy to be *the leading university for business practice and the professions (building successful and fulfilling careers and develop leaders for the world of work)*
- Leadership and development of a team to serve schools in delivery of short courses and accredited CPD cost effectively, meeting contribution targets
- Develop differentiated and financially viable summer school offers for City
- Initiate development and ensure delivery of new short courses in line with City's mission.
- Adhere to course approval and quality monitoring processes to meet quality targets
- Work collaboratively with Schools to efficiently develop and deliver bespoke courses targeting

professional communities

- Lead a programme to ensure accreditation of City's CPD activities
- Manage allocated budget and achieve income growth targets
- Engage with local, national and international partnership collaboration opportunities.

Additional Information

- The post holder must at all times carry out their responsibilities with due regard to City, University of London's Equal Opportunities Statement.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with General Data Protection Regulation 2018 (GDPR) the Data Protection Act 2018.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of City, University of London.
- At City, subject to agreement, relevant Professional Services roles may work in a hybrid way, involving a mixture of working on campus and at home each week. City's vision for hybrid working is:

To provide a framework for developing and implementing working practices that will enable colleagues to work efficiently and seamlessly, maintaining a high-quality service to students and other stakeholders, and bringing them some additional flexibility, where appropriate. Hybrid working gives us the opportunity to acknowledge the importance of promoting a balanced lifestyle, reinforce the importance of collaboration, and modernise how we use the workplace.

City is keen to create a welcoming and vibrant environment for our staff, students and other stakeholders. It is expected that all staff will spend the equivalent of 60% of their usual working time (equivalent to 3 days per week for full-time staff) on campus. Where a hybrid working arrangement can be accommodated, specific details will be discussed and agreed with the postholder.

Regardless of where colleagues are working, City, University of London's premises will be their primary and contractual place of work.

- **Sustainable Development**

City, University of London is committed to a policy of best practice to assist in building a sustainable way of life by taking a positive, solutions-orientated approach. All post holders are encouraged to contribute through their roles to improving the environment, for City and the wider community.

Details of policy, information and staff development supporting the policy on the environment and sustainability can be found at www.city.ac.uk/green-policies.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department, School and City, University of London.

Job descriptions should be regularly reviewed and at least prior to the annual appraisal, if applicable or on a

regular basis to ensure they are an accurate representation of the post.

Equality, Diversity and Inclusion Statement (EDI)

City, University of London is committed to promoting equality, diversity and inclusion in all its activities, processes, and culture for our whole community, including staff, students and visitors.

The university will meet its obligations under the Equality Act 2010 in recruitment and seek to eliminate discrimination on the basis of age, caring responsibilities, disability, gender identity, gender reassignment, marital status, nationality, pregnancy, race and ethnic origin, religion and belief, sex, sexual orientation and socio-economic background.

Selection and promotion criteria are kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits; and are not disadvantaged by conditions or requirements which cannot be shown to be justifiable.

City operates a guaranteed interview scheme for disabled applicants.

Candidate Specification

Position:	Director of Educational Enterprise
Department:	Research & Enterprise
Grade:	9 (TBC)
Tenure:	Permanent
Responsible to:	Vice President Engagement, Enterprise & Employability

Candidates will be expected to show evidence of the following knowledge, experience, and skills.

Qualifications

1. Degree in a relevant subject, teaching qualification or equivalent HE experience

Experience

1. Design and delivery of strategy to meet budget and contribution targets in higher education and professional development markets
2. Leadership and development of programmes of continuing education and or continuing professional development programmes and summer schools
3. Leadership and performance management of growth targets

Knowledge, skills, and competencies

1. Working closely with the VP EEE and schools develop and implement a scalable Educational Enterprise strategy
2. Be responsible for income generation and educational enterprise budget management through course selection, provision, and development
3. Deliver and be responsible for excellent student experience through course management processes.
4. Lead school engagement in educational enterprise
5. Engage externally to develop products to support the university's strategic mission as the university of business, practice, and the professions
6. Demonstrate ability to analyse and present numerical, financial, and marketing data clearly to support decision making in strategy development
7. Excellent written and presentation skills, including the ability to draft advertisements and business proposals/reports
8. Work creatively to optimise returns in a tight budget environment
9. Negotiate external partnerships
10. Be responsible for resourcing, onboarding, retention, talent development and succession planning
11. Proficient IT skills, including the use of the Microsoft Office software suite.
12. Be responsible for quality assurance in Ed Enterprise including with respect to relevant external regulatory requirements
13. Work collaboratively with schools to respond to and initiate commercially focused continuing education, summer schools and CPD provision
14. Monitor opportunities for business development.

Interpersonal, negotiation and influencing skills

1. Work collaboratively with VP Education and colleagues responsible for development of Lifelong Learning Strategy
2. Set strategic priorities in workloads
3. Demonstrable ability to deal confidently, positively, and tactfully with a range of stakeholders across the University and to suggest and negotiate pragmatic solutions to difficult issues.
4. A commitment to promoting and bringing to life City's commitment to equality, diversity, and inclusion.
5. Conscientious about the need to personally deliver an excellent 'customer' service.

Applications

When preparing your application, you should address carefully the post details enclosed and in particular the qualities outlined in the Person Specification. Please include examples where appropriate.

All applications must be received by the advertised deadline.

Further Information – working at City:

City operates a no smoking policy.

City offers an excellent pension scheme, generous leave allowance, season ticket loan, a good working environment and access to fitness and social facilities.

City confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion or social class. Selection and promotion criteria are kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits; and are not disadvantaged by conditions or requirements which cannot be shown to be justifiable.

If you have a disability and are interested in this post, City welcomes your application.