

Appointment Brief

Vice Chancellor

August 2019

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Ravensbourne
University London

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“We will influence the world through creativity and technology in learning, research, and business.”



INTRODUCTION

Ravensbourne University London is a digital media and design university offering pre-degree, undergraduate and postgraduate level courses. These span fashion, television and broadcasting, product design, architecture, graphic design, photography, music and sound design and illustration.

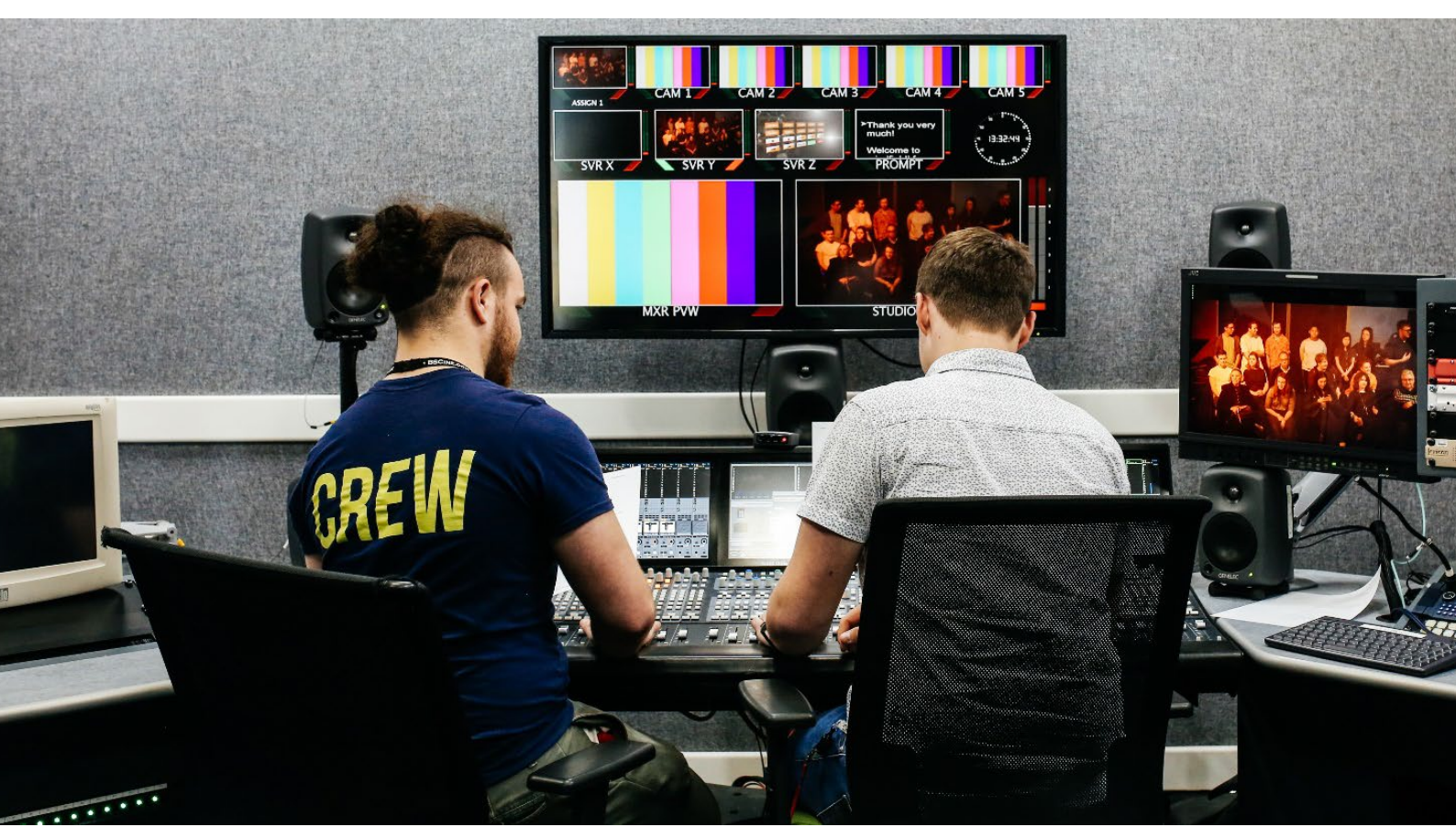
Formerly known as Ravensbourne College of Design and Communication, the institution was awarded university title by the Privy Council in May 2018. Alumni include music legend David Bowie, fashion designer Stella McCartney, 2012 Olympic torch designer Jay Osgerby and Oscar winning producers Simon Egan and Gareth Ellis-Unwin.

Ravensbourne was established in 1959, following the amalgamation of Bromley School of Art and the Department of Furniture Design of Beckenham School of Art. It was originally located at Bromley Common and Chislehurst in outer-London, moving to a purpose-built location on the Greenwich Peninsula in September 2010. The building, designed by Foreign Office Architects, won a British Construction Industry Award in 2011.

Collaboration with the creative industries is crucial to Ravensbourne's commitment to giving students the specialist skills and opportunities they need to kick-start their careers. Over the years, it has built relationships and forged partnerships with a range of companies, from local enterprises to well-known organisations such as Amazon, the BBC, Ogilvy and Vivienne Westwood. Further to this, its staff aren't just highly regarded academics, they also bring years of industry experience from major players such as Vogue and Walt Disney Studios.

The university also collaborates with and supports early-stage creative technology businesses as part of its incubation programme. Not only does it host start-ups in its building, the university gives these businesses full use of leading-edge technologies and media resources to help them develop and grow.

The results of the university's collaborative efforts are reflected in its strong track record in graduate employment. The university has a graduate employability rate of 96.4%, seeing 19 out of 20 students go into work or further study within six months of graduating (Higher Education Statistics Agency, 2016/17 graduates). As well as equipping its students with the practical skills they need in the workplace, Ravensbourne instil the resilience and confidence needed to thrive in the creative industries.





THE ROLE

Reporting to the Board of Governors, the Vice Chancellor of Ravensbourne University London is responsible for developing and articulating Ravensbourne's vision and mission, and for providing leadership and direction across all aspects of the university's operations. She or he will build on the successes and strengths of Ravensbourne in order to lead it to the next stage of its achievement and growth.

The Vice Chancellor will:

- Develop a strategic plan for Ravensbourne that is clear, compelling, inspirational and helps it to achieve an ambitious vision, within a rapidly changing educational landscape.
- Demonstrate a strong commitment to the delivery of an excellent student experience, academic achievement and outcomes, and further developing close relationships with the creative industries.
- Work closely with the Executive and the Board, to ensure the development and approval of appropriate financial, staff and physical plans to support Ravensbourne's strategic vision, optimising the benefits of the skill sets and contacts of individual Board members.
- Lead the university in the identification and maximisation of opportunities for development and growth through meaningful relationships with the commercial creative industries that can be leveraged by the university to the betterment of its students and faculty.
- Play a leading part in shaping the academic development of Ravensbourne, developing strong and compelling post-graduate, apprenticeship, FE, alternative forms of education (in the context of uncertainty in both policy and the market) and continued professional development study programmes for potential students.
- Establish the university as a significant centre for applied creative industry research.
- Be a highly visible, compelling and persuasive advocate for Ravensbourne with a wide range of stakeholders from education, industry, government and other external communities, leading the university's achievements and promoting its reputation at regional, national and international levels.

- Have a proven track record of diversifying and increasing revenue streams, engaging actively with the creative industries, alumni, and other private individuals and corporate organisations to facilitate development of other streams of income to enable Ravensbourne to deliver its future aims and objectives.
- Have a proven track record in accountability and successful profit centre management.
- Foster an environment of engagement, collaboration and creativity, and inspire staff to share Ravensbourne's ambitions and contribute to its success, communicating a shared ethos and values for the university.
- Uphold and be accountable for excellent standards of corporate governance through effective committee structures and scrutiny mechanisms.
- Be strongly committed to promoting diversity internally and externally.

Challenges/changes the university faces

- Changing student demographics and how this will impact on future revenue;
- Retaining and attracting staff talent in an increasingly competitive, and post-Brexit, market;
- New and innovative competition for students in the sector;
- New ways to distinguish the university (e.g. NSS, TEF, REF, Good University Guide);
- Post-18 funding review;
- The need to diversify income through:
 - student recruitment strategies;
 - increased commercial partnerships;
 - increased benefactor/charitable donations;
 - increased/varied use of the university's real estate;
 - increased research income;
- Regulatory change and increased scrutiny from the Office for Students;
- Future and existing policies on international student visas;
- Needing to be at the forefront of disruptive changes in digital, IT innovation and cyber security.





PERSON SPECIFICATION

Knowledge and Experience

- Possessing a higher degree or equivalent scholarly and/or professional experience in a relevant field;
- Experience of higher education (ideally also of further and postgraduate education) and the challenges currently facing the sector and small specialist universities in particular;
- A working knowledge of the changing technological landscape and its relevance to ensuring Ravensbourne's competitiveness in a global Higher Education market;
- Proven ability and track record in strategic leadership within a high-quality academic and/or creative economy environment;
- Proven ability to lead and to inspire innovation in learning and teaching, and in the development of new techniques for education, utilising physical, digital and distance-based learning environments;
- Proven track-record in the development of 'third-stream' and research income;
- Financial experience and literacy in a university or organisation of equivalent size – both in terms of turnover and/or student numbers;
- Proven management and leadership qualities at a senior level, including an ability to motivate teams, set clear objectives, monitor performance, and develop staff.

Skills and Competencies

- Ability to create, lead and develop Ravensbourne's strategic vision, displaying passion and ambition for the role;

- Ability to lead the delivery of excellence to raise student standards and generate sustained improvements to the student experience;
- The intellectual stature, integrity, and personal credibility to lead and represent Ravensbourne nationally and internationally and to be an influential voice for creative higher education and/or the creative sector;
- Track record and ability to display truly original thinking/vision and effect positive change;
- Ability to maintain a collegiate environment to enable staff university-wide to give of their best and to feel nurtured, developed and fulfilled;
- Ability to celebrate and maximise the potential of diversity among its staff, students, alumni and participants in the business incubator programme;
- Ability to build and maintain a constructive and valuable relationship between the Executive Team and the Board of Governors, encouraging open and mutually respectful communication;
- Excellent communication skills with an ability to build relationships and partnerships both internally and externally- for example with staff, students, Governors, local and national Government, industry, alumni, local community and other academic universities- to raise income, enhance reputation and profile, and extend Ravensbourne's reach;
- Ability to drive Ravensbourne's values through all its courses and how it operates. Values include, for example, pushing creative boundaries, celebrating diversity, and acting with high ethical standards.

It is desirable for candidates to have direct experience of working in the UK and abroad in multicultural environments.





TERMS OF APPOINTMENT

This would be a 5-year fixed-term contract (this may be renewable).

This is a senior role and appropriate remuneration will be agreed with the successful candidate.

The role will be based at Ravensbourne University London in North Greenwich.

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to Ravensbourne on this appointment.

Candidates should apply for this role through our website at **www.saxbam.com/appointments**, using code **EAFWB**.

Click on the '**apply**' button and follow the instructions to upload a CV and cover letter.

The closing date for applications is noon on **Saturday 21 September 2019**.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

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