



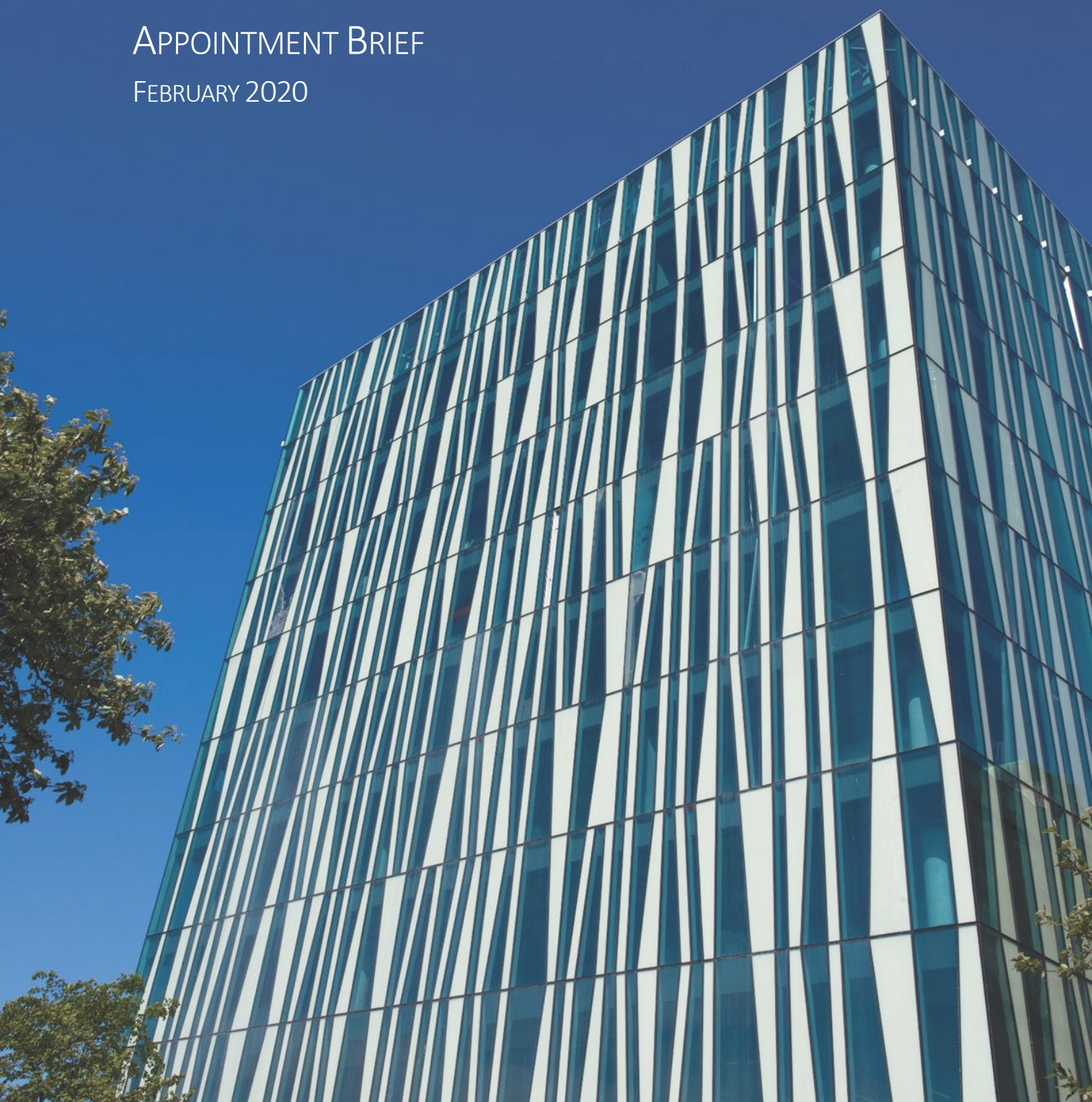
1495
**UNIVERSITY OF
ABERDEEN**

CELEBRATING
525 YEARS
1495 – 2020

DIRECTOR OF EXTERNAL RELATIONS

APPOINTMENT BRIEF

FEBRUARY 2020



UNIVERSITY OF ABERDEEN

*Open to all and dedicated to the pursuit of
truth in the service of others*

Aberdeen is a broad based, research intensive University, which puts students at the centre of everything it does. Outstanding in a wide range of discipline areas, Aberdeen has also been credited for its international reach and its commercialisation of research ideas into spin out companies. The University has over 16,000 matriculated students and 3,600 staff representing 130 nationalities. We encourage bold thinking, creativity and innovation, and we nurture ambition with many opportunities for professional and personal development in an inclusive learning environment which challenges and inspires.

2019 HIGHLIGHTS

SCOTTISH UNIVERSITY OF THE
YEAR (TIMES & SUNDAY
TIMES)

70TH IN THE WORLD FOR
RESEARCH CITATIONS (THE)

32ND IN THE WORLD FOR
CONTRIBUTION TO THE UN
SUSTAINABLE DEVELOPMENT
GOALS (THE)

28TH MOST INTERNATIONAL
UNIVERSITY IN THE WORLD
(THE)

15TH EQUAL IN THE UK FOR
OVERALL STUDENT
SATISFACTION (NSS)

11TH BEST STUDENT INTAKE
IN THE UK (TIMES & SUNDAY
TIMES)

PERCENTAGE OF SCOTTISH
INTAKE FROM MOST DEPRIVED
AREAS UP FROM 4.5% IN
2018/19 TO 9% IN 2019/20

CURRENT CONTEXT

The University will build on the significant achievements above in 2020 and beyond. Underpinning our high performance and significant growth is a £100m investment in Aberdeen's estate which will include the completion of a new Science Teaching Hub, the regeneration of the historic King's Quarter, and a new Business School building. The University has also invested in 50 new academic posts, and 2020 will see the launch of 5 Interdisciplinary, cross-institution Research Centres that will catalyse world-leading research in our areas of research strength. The 5 Interdisciplinary Challenges are: Energy Transition; Social Inclusion and Cultural Diversity; Environment and Biodiversity; Data and Artificial Intelligence; and Health, Nutrition and Wellbeing.

The University of Aberdeen is a recent recipient of The Queen's Anniversary Prize, awarded to recognise world-class excellence in innovation and practical benefit to people and society. The University was given this award for health service research leading to improvements in academic and clinical practice and delivery of health care.

INTERNATIONAL

Aberdeen is also increasing its international presence, positioning the University as a global organisation, and building on its established partnership in Qatar with new partnerships in Sri Lanka, with the International Institute of Health Sciences, and in China, with Shanghai University and SCNU.

The University of Aberdeen is proud to be the first UK University to operate on a dedicated campus in Qatar. Phase 1 of this partnership with AFG College has successfully recruited over 600 students. Phase 2 will see the creation of a substantially larger campus, with capacity for at least 5,000 students and research activity. For further information on our Qatar campus, visit <https://www.abdn.ac.uk/qatar/>.



ABERDEEN 2040

On Founders' day in 2020, our 525th anniversary as a University, we launched our new strategy 'Aberdeen 2040'. Over the next 20 years, four strategic themes will shape our learning, discovery and strategic actions:

INCLUSIVE: We welcome students, staff and partners from all backgrounds, organisations and communities. We value diversity.

INTERNATIONAL: We connect with others and extend our networks and partnerships around the world. We think across borders.

INTERDISCIPLINARY: We innovate in education and research by generating, sharing and applying new kinds of knowledge. We learn together.

SUSTAINABLE: We understand and nurture our environment, and take care of our resources, including our people and our finances. We work responsibly.

OUR EDUCATION

Recognised as the Scottish University of the Year in the Times and Sunday Times Good University Guide 2019, we remain true to our roots as an ancient Scottish university, combining breadth and depth in our degree programmes and drawing strength from the quality of our research. Our flexible curriculum encourages students to grow as independent learners and therefore to thrive as graduates in the diverse workplaces of the future and become change-makers across the globe. Our education is open to all and we are setting ambitious targets to further widen access.

OUR RESEARCH

Researchers at the University of Aberdeen have been at the forefront of innovation and excellence throughout the centuries, generating insights in medicine, science, engineering, law, social sciences, arts and humanities. This research has contributed to five Nobel prizes as well as other awards such as the Queen's Anniversary prize. Our research is intellectually rigorous, working within our established areas of excellence as well as new methods of enquiry. We will continue to generate new knowledge addressing economic and societal issues with ambition and imagination, ensuring that it is globally excellent and locally relevant.

For further details on the Aberdeen 2040 strategy, please visit www.abdn.ac.uk/2040.



GOVERNANCE AND MANAGEMENT STRUCTURE

The University of Aberdeen is a registered charity and a legally independent and autonomous institution. The governance framework of the University flows from various Acts of Parliament, statutes, ordinances and resolutions from which the University derives the power and authority to carry out its activities.

The University is currently undertaking a review of its governance. There is likely to be scope for increased resource in the support of governance as a result of the review.

Court & Senate

The University Court is the University's governing body and has ultimate responsibility for the affairs of the University. The Senate has governance responsibility for all academic matters, subject to the powers of Court. The work of Court and Senate is supported through various key committees, which focus on particular areas of University activity.

Senior Management Team

The Court delegates responsibility for delivering the University's Strategic Plan, as well as the overall management of operations, to the Principal and Senior Management Team (SMT) via the Policy and Resources Committee. The University's Senior Management Team is led by the Principal & Vice Chancellor – Professor George Boyne – who is the chief academic and executive officer of the University. The Principal is supported directly by the Senior Vice Principal and the University Secretary and Chief Operating Officer.

An organisational chart for the University Management Group is provided below. Members of the Senior Management Team are marked with an asterisk:

PRINCIPAL & VICE-CHANCELLOR

Professor George Boyne *

**UNIVERSITY SECRETARY & CHIEF
OPERATING OFFICER ***

SENIOR VICE-PRINCIPAL
Karl Leydecker *

VICE PRINCIPALS

**PROFESSIONAL
SERVICES**

**External
Relations ***

People
Debbie Dyker *

**Estates &
Facilities**

Angus
Donaldson

Finance
David Beattie *

**Digital
Information &
Services**
Brian Henderson

**Academic
Services &
Online Education**
Gillian
Mackintosh

Planning
Hulda
Sveinsdottir

**Research &
Innovation**
Liz Rattray

Advancement
Rob Donelson *

Research

Marion
Campbell *

Institutional
research
strategy

REF Strategy

Leadership of
institutional
research activity

Graduate School

Impact &
Knowledge
Exchange

International

Richard Wells *

Internationalis-
ation strategy
and policies

International
partnerships

European
Partnerships

International
Campuses

Education

Ruth Taylor *

Learning and
teaching strategy
and policies

Student retention
and progression

Teaching quality
assurance and
enhancement

Widening
participation

Student experience

Student support

**Student
Recruitment**
Alan Speight *

Online marketing
strategy and
recruitment

Student
Recruitment and
Marketing Strategy

Student
Recruitment
(International/
Home/ EU/RUK)

Widening Access

**ACADEMIC
SCHOOLS**

Biological Sciences
Graeme Paton

Business School
Martin Meyer

**Divinity, History &
Philosophy**
Paula Sweeney

Education
David Smith

Engineering
Igor Guz

Geosciences
David Muirhead

**Language, Literature,
Music & Visual
Culture** Michelle
MacLeod (Acting)

Law
Greg Gordon

**Medicine, Medical
Sciences & Nutrition**
Siladitya
Bhattacharya

**Natural & Computing
Sciences**
Pete Edwards

Psychology
Arash Sahraie

Social Science
Mervyn Bain

ACADEMIC STRUCTURE

The University's academic structure comprises 12 Schools, each of which is overseen by the Senior Vice-Principal and operates within a framework of devolved budgetary and planning responsibility:

- Biological Sciences
- Business School
- Divinity, History and Philosophy
- Education
- Engineering
- Geosciences
- Language, Literature, Music and Visual Culture
- Law
- Medicine, Medical Sciences and Nutrition
- Natural and Computing Sciences
- Psychology
- Social Science

PROFESSIONAL SERVICES STRUCTURE

Professional Services activities are delivered through 9 Directorates. Each Directorate reports to the University Secretary and Chief Operating Officer:

- Academic Services and Online Education
- Development Trust
- Digital and Information Services
- Estates and Facilities
- External Relations
- Finance
- People
- Planning
- Research and Innovation



EXTERNAL RELATIONS

The newly formed Directorate of External Relations includes marketing & brand development; public affairs & stakeholder engagement; communications; student recruitment & admissions (including internationally) bringing together several strategic areas for the University. The creation of the new Directorate reflects the increasing importance of marketing the University to a broad range of stakeholders to build and develop its local, national and international reputation and to deliver growth in student numbers. As a member of the Senior Management Team, the Director of External Relations will work closely with the Principal and the wider Senior Management Team in the delivery of the University's new strategic plan to 2040, alongside effecting a step-change in the institutional approach to external engagement.

THE ROLE

We are seeking to appoint an exceptional individual to lead the Directorate of External Relations. The successful candidate will provide inspirational leadership for the Directorate and develop and communicate a compelling narrative for the University of Aberdeen, both internally and externally.

Reporting to the University Secretary and COO, the Director will work closely with the Principal and Senior Management Team – in particular the Vice-Principal for Student Recruitment – Heads of School and colleagues in other Professional Services Directorates. The University is looking to significantly develop this function, and as such the Director will provide management, vision and leadership across the integration and enhancement of the University's student recruitment, engagement & conversion, marketing & brand, communications, public affairs & stakeholder engagement functions. As a member of the Senior Management Team, the Director will also contribute to the enabling of wider institutional strategy.

The Director will develop and oversee implementation of an External Relations strategy to maintain and grow the University's reputation through first class communications and brand management and to deliver strong growth in international student numbers.

The Director of External Relations will:

- Implement public affairs strategies which enhance the University's profile and support its global activities, particularly in relation to the civic business and political arenas;
- Oversee the delivery of a proactive media relations strategy to work effectively with journalists and media agencies at a local, national and international level;
- Design, lead and evaluate strategies to ensure that internal and external stakeholders (including local government, SMEs and large Corporates, current and potential domestic and international students) are fully aware of the University's ambitions and achievements;
- Communicate and build mutually constructive relationships with a wide range of relevant external and internal key contacts, audiences and communities;

Provide inspiring and motivational leadership to all members of staff in the Directorate, to:

- Ensure delivery of a proactive marketing and student recruitment service underpinned by high standards of professionalism and a commitment to delivering work of the highest quality;

- Champion a culture of creativity and innovation across the Directorate, including a willingness to embrace new approaches to digital marketing and student recruitment plans and social media campaigns;
- Develop and implement innovative marketing and student recruitment plans and campaigns that deliver our ambitious student recruitment targets, particularly in international student recruitment.

To underpin delivery of the strategy the Director will:

- Review the effectiveness of the University's marketing and student recruitment campaigns, utilising market intelligence analysis and other data to support their continuing enhancement;
- Evaluate, develop and implement efficient admissions and other student recruitment processes that: support the delivery of strategic targets and priorities; are accessible; and meet the needs and expectations of prospective students, members of University staff and external stakeholders;
- Provide strategic management information, reports and statistical data and other information as required by the Senior Management Team;
- Contribute fully to University strategic and operational activities, including through providing professional advice and guidance to support the delivery of institutional ambitions and objectives;
- Deputise when required for the Principal and the University Secretary & COO to represent the University's interests at meetings both internal and external to the University as appropriate.

PERSON SPECIFICATION

The successful candidate will bring a significant personal track record of success in developing and leading high-profile innovative strategic marketing and/or student recruitment and/or public affairs initiatives.

You will also bring the following:

Qualifications, Skills & Experience

- Senior leadership experience, including experience of leading and driving forward change and developing high-performing teams with a collegial and inclusive leadership style;
- Demonstrable ability to promote a culture of excellence, innovation, continuous improvement and a willingness to embrace change;
- Evidence of delivering sustained performance improvement across a range of activities within a culture of continuous review and enhancement, including through brand development, communications, direct and digital marketing, social media campaigns, applicant conversion and recruitment events;
- Proven track record of efficient and effective management of resources, including the planning and co-ordination of staffing and budgetary resources;
- Experience of effectively analysing strategic objectives, management information and key business performance statistics to assist in decision-making.

Leadership Skills

- Demonstrable ability to command the respect and trust of a multi-disciplinary team, including the establishment of a fair, open, honest and transparent leadership style;

- Demonstrable ability to establish good relationships in order to influence and persuade a diverse range of internal and external stakeholders;
- Outstanding communication skills with a proactive, 'can do' motivational approach.

Knowledge

- Demonstrable knowledge and understanding of the key issues associated with the development and delivery of an effective External Relations function, including marketing and student recruitment strategies;
- Demonstrable knowledge and understanding of student recruitment markets and strategies;
- Demonstrable knowledge and understanding of strategies to effectively build institutional profile and reputation through effective communication strategies and stakeholder engagement;
- Extensive knowledge and understanding of a wide range of external relations, marketing and/or student recruitment techniques, including CRM based marketing and/or student recruitment tools and campaigns and how to deploy them to maximum effect and achieve maximum return on investment;
- Extensive knowledge of the UK Higher Education sector, and an understanding of Scotland-specific policies such as student number controls, statutory immigration requirements and the Widening Access agenda.

Personal Attributes

- Demonstrable ability to build and maintain relationships and work co-operatively in partnership with a variety of stakeholders at all levels, internal and external to the institution;
- Ability to work under pressure, ensure adherence to high levels of accuracy and effectively prioritise workload for self and others;
- Willingness to undertake any necessary travel, both within the UK and overseas, and a flexible approach to work, including willingness to work outside of normal office hours if necessary.



ABERDEEN AND ABERDEENSHIRE

With a population of approximately 230,000, the city stands between the Rivers Dee and Don. This historic city has many architectural splendours and the use of its sparkling local granite has earned Aberdeen the name of the Silver City. Recognised as the energy capital of Europe, Aberdeen nevertheless retains its old-fashioned charm and character making it an attractive place in which to live.

Aberdeen enjoys excellent communication services with other European cities - e.g. flying time to London is just over one hour with regular daily flights. There are direct air links to London (City, Heathrow, and Luton), Manchester, Birmingham, Leeds, Southampton, Belfast and East Midlands within the U.K. There are also flights to international hub airports: Amsterdam (Schiphol), and Paris (Charles De-Gaulle) as well as flights to other European destinations.

<http://www.aberdeenairport.com> Road and rail links are also well developed.

The Grampian Region which took its name from the Grampian Mountains has a population of approximately 545,000. It is made up of five districts – Aberdeen, Banff & Buchan, Gordon, Kincardine & Deeside and Moray. The city and the surrounding countryside provide a variety of urban, sea-side and country pursuits. Aberdeen has first class amenities including His Majesty's Theatre, Music Hall, Art Gallery, the P&J Arena, Museums, and Beach Leisure centre. Within a short time, beach pursuits, equine activities, salmon, trout and sea fishing, hill-walking, mountaineering, golf, sailing, surfing and windsurfing can be reached. The city and the surrounding countryside are repeatedly given high ratings for quality of life in surveys.

Aberdeenshire is one of Scotland's most appealing regions. Royal Deeside and the Cairngorms National Park are within easy access of the city, and there are a variety of towns and villages scattered along the coastline.

Aberdeen and Aberdeenshire cater for a wide range of tastes in sporting and cultural activities.

To find out more about Aberdeen and Aberdeenshire go to www.visitabdn.com



EQUALITY & DIVERSITY

The University values a diverse working environment and recognises the benefits this can bring. The University is keen to receive applications from individuals from across all of the equality protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation).

The University supports opportunities for flexible working for a range of reasons and has policies in place to facilitate this. The policies can be found here: <https://www.abdn.ac.uk/staffnet/working-here/flexible-working--5607.php>

The University's commitment to gender equality has been recognised through the achievement of an Athena SWAN Bronze award at institutional level and across all its subject areas. The University is also a Stonewall Diversity Champion to further LGBT+ equality.

The University is signed up to Advance HE's Race Equality Charter, affirming the University's commitment to the charter's aim of improving the representation, progression and success of minority ethnic staff and students within higher education.

Candidates who are British Sign Language (BSL) user can contact us directly by using contact [SCOTLAND-BSL](#)

The University is delighted to be accredited as a [Disability Confident](#) employer and strives to ensure that disabled staff and students have the opportunity to work and study in an inclusive, accessible and supportive environment.

<https://www.abdn.ac.uk/staffnet/governance/equality-and-diversity-277.php>

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to the University of Aberdeen on this appointment.

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

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

The closing date for applications is 17:00 on **Wednesday 11 March 2020**.