

ual:

Job description pack

Pro Vice-Chancellor UAL Online

camberwell college of arts | central saint martins | chelsea college of arts | london college of communication | london college of fashion | wimbledon college of arts



arts.ac.uk



Introduction

Job description

Person specification

How to apply

Introduction



Lime Grove building, London College of Fashion, UAL | Photograph: University of the Arts London

Introduction

Job description

Person specification

How to apply

2

Dear applicant,

Thank you for your interest in the role of Pro Vice-Chancellor UAL Online.

We are 1 University made up of 6 colleges and over 22,000 students from all around the world. We are ranked second in the world for Art and Design (QS World University Rankings 2022). We offer an extensive range of courses in art, design, fashion, media and communication and performing arts. Our academics play a prominent role in the UK's creative culture, with research that enhances public understanding of major issues and produces benefits within and beyond the creative and cultural industries.

We believe the world needs creativity. Our 10-year strategy shows how we will bring creativity to the world. We identified the challenges and opportunities that are most important to UAL and its future. The guiding policies are our response to each of these issues in turn:

1. To give our students the education they need to flourish in a changing world. Preparing our students to be changemakers, for both the creative sector and beyond, ensuring they can positively shape the future through their lives and careers.
2. To bring a high-quality creative education to more students than ever before. Diversifying our portfolio and growing student numbers to open access to students from different contexts, learning goals and life stages.
3. To change the world through our creative endeavour, using the transformative impact of creativity to focus and grow our contribution to creating a better world.

We are also working together to make UAL an anti-racist university. Delivering our plan will change our systems and processes – and also our culture.

We are looking for an outstanding leader to join our Executive team: an individual who shares our values and supports the ambition for what UAL can be in the future. The ideal candidate will have strong leadership and management credentials, with demonstrable commitment to and experience of relevance to our strategy.

If that is a good fit for you, please contact our executive search partners Saxton Bampfylde.

Best wishes,

James Purnell
President & Vice-Chancellor



James Purnell at the LCF2021 Showcase at Victoria House, London College of Fashion, UAL | Photograph: Ana Blumenkron

Introduction

Job description

Person specification

How to apply

About University of the Arts London (UAL)

UAL is a world-leading university for teaching, knowledge exchange and research in art, design, fashion, media and communication and performing arts.

UAL is made up of 6 renowned Colleges:

- Camberwell College of Arts
- Central Saint Martins
- Chelsea College of Arts
- London College of Communication
- London College of Fashion
- Wimbledon College of Arts.

The Creative Computing Institute was inaugurated in 2019, offering computer science and creative technology degrees and professional development programmes.

We believe that the world needs creativity. In a volatile era, we aim to find new ways to demonstrate the value of creative disciplines in our response to major forces such as the climate emergency, decolonisation and social equality and complexity. We are a top 30 UK university for research and performance-related knowledge exchange, top 3 for student and graduate start-ups, and leading on public engagement and CPD. We use our knowledge, creativity and skills to work with partners, clients and communities to create positive impact.

We're committed to embodying the values that define us in how we conduct our operations, and how we organise our living and working space. UAL's intellectual and creative community is enriched by the imagination, energy and skills of our staff, students, alumni and of the many academics from other institutions who work closely with us.

Our alumni enter employment rapidly, achieving early recognition and becoming influential names in art, design, fashion, communication, media and performance. Just under half of the 80 Royal Academicians are UAL alumni; many others are serving or former staff. Our alumni are heavily represented in the most prestigious art and design awards and include multiple winners of the BP Portrait Award, Jerwood Prize, Taylor Wessing Photographic Portrait Prize, Minerva Medal, BAFTAs, Golden Globes and the Academy Awards.

UAL staff and alumni have won the Turner Prize 18 times in the 35 years since its inception, have featured in 18 shortlists and have accounted for over half of all nominees. UAL alumni make up half the recipients of the British Designer of the Year and over half the fashion designers showing during most London Fashion Weeks. Seven have won the Prince Phillip Designers Prize and nearly a third of the 144 Royal Designers for Industry are from UAL. Both winners of the Queen Elizabeth II Award for British Design trained at UAL.

Introduction

Job description

Person specification

How to apply

We respect and encourage the academic freedom of our staff and the natural curiosity of our students. Through that close partnership we foster an innovative, enterprising culture through which our values and commitments can be advanced.

A collegiate University

UAL is a single corporate entity and a special collegiate university: each College has a particular academic ethos within a practice-led tradition, informed by its own distinctive history and relationships. Our Colleges work together to enrich the student and staff experience and to increase their impact on the creative and cultural sectors, not only in London and the UK but also globally. Our students graduate with work that breaks boundaries, engages with our changing world and challenges our preconceptions. From wherever in the world they come, they will go on to influence the way we all think and live.

We have a number of disciplinary and cross-disciplinary research institutes and centres driving collaborations, knowledge exchange and research-driven projects through partnerships across UAL, and beyond. Read about [research at UAL](#) ⁷.

Examples include:

- Creative Computing Institute explores the technology changing our world and prepares a new generation of talent to shape it.
- Decolonising Arts Institute seeks to challenge colonial and imperial legacies and drive social, cultural and institutional change.
- Fashion Textiles and Technology Institute delivers sustainable innovation across the entire fashion and textiles value chain.

Based in London, with multiple sites across the city, students and staff at UAL benefit from and contribute to what is widely considered to be the creative capital of the world.

UAL has 2 major campus delivery projects planned over the next 5 years. The first, scheduled for completion in 2023, will provide purpose-built facilities for London College of Fashion at the Queen Elizabeth Olympic Park in Stratford as part of the East Bank development that will include leading universities and cultural institutions, businesses and spaces for artistic, academic and civic activity.

The second will see London College of Communication, and the core University services, relocate to a site adjacent to the College's existing location at Elephant and Castle, part of the wider £3 billion regeneration of this area. Both projects will position UAL as a key element of emerging cultural quarters across this most dynamic and innovative of cities.

Further information can be found at arts.ac.uk ⁷

Introduction

Job description

Person specification

How to apply

Education and employability

With over 22,000 students and 5,000 staff, and an income of circa £385m, the University of the Arts London is Europe's largest specialist arts and design university. The University promotes creativity and intellectual excellence in an organisational culture that helps staff and students to develop and enhance their abilities and ideas.

UAL's inspiring teaching faculty is made up of professional artists, practitioners, designers, technicians, critics and theorists, who together deliver cutting-edge programmes and courses.

We offer 266 accredited courses in creative subjects at all levels of study, from foundation diplomas and undergraduate degrees through to postgraduate taught and research degrees. UAL also makes a vital contribution to the ongoing health of the specialist sector through the provision of pre-degree creative arts qualifications through our Ofqual-approved UAL Awarding Body, which awards specialist qualifications to 70,000 students across the UK in creative disciplines, including Foundation in Art and Design, working with 241 colleges, schools and universities across the UK.

We also deliver an extensive range of non-accredited short courses and study programmes. UAL Short Courses Ltd taught 18,545 students on a record 1,810 courses in 2019, covering everything from fashion design to practical metal working. UAL Language Centre delivers an innovative range of hybrid arts and language courses – English Plus, with a summer Pre-sessional Academic English programme that secures over 700 international full-time UAL students annually, and Study Abroad's diverse range of programmes welcomes over 900 students from over 60 countries each year.

UAL has a dedicated focus on careers and employability, and we offer high quality external engagement experiences for students as part of our taught courses. We actively support our students to win opportunities in the creative industries and we have numerous strategic partnerships across industry, business and the community.

International students from 128 countries form 38% of our student body, with a further 16% drawn from EU27 countries. The multinational experience within our Colleges is a key reason for the success of our alumni on the international stage and our strength in graduate employment across all student groups. UAL has agreements with 250 international institutions under which students study at UAL as part of exchange, Study Abroad, or government sponsorship programmes. UAL was among the leading UK institutions for staff and students using the former Erasmus scheme, which provided opportunities to study or work in another European country.

UAL is ranked second in the world for Art and Design (QS World University Rankings 2022) and is in the top 30 according to the Guardian 2023 league table of higher education.

Introduction

Job description

Person specification

How to apply

Equality, Diversity and Inclusion

UAL is committed to becoming a diverse and inclusive university – a place where we can all be ourselves and reach our full potential in our work, learning and creative practice. We offer a range of inclusive employment policies, flexible working arrangements and Staff Support Networks. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

Please visit our website for more information on [our equality objectives and reports](#) ¹.

Introduction

Job description

Person specification

How to apply

Job description



Introduction

Job description

Person specification

How to apply

Job description

| | |
|------------------------|-----------------------------------|
| Job title | Pro Vice-Chancellor UAL Online |
| Accountable to | President & Vice-Chancellor |
| Department | UAL Online |
| Contract length | Permanent |
| Hours / week | 37 |
| Weeks / year | 52 |
| Salary | Competitive |
| Grade | Individual contract |
| Location | 272 High Holborn, London WC1V 7EY |

Vision for UAL Online

In 2022 UAL published a 10-year strategy: the world needs creativity. Our strategy sets out our ambition to offer creative education to anyone who can benefit from it, of global quality and on a global scale. We have committed to doubling the size of the University, including through 15,000 new online learners over 10 years. We currently provide formal education opportunities to 22,000 students who are mainly studying in residential mode on our campuses in central London. Transforming UAL in terms of the accessibility of our provision by way of cost, design and mode, will require us to develop a sophisticated and scalable approach to online education. UAL is prepared to make substantial investment in our operations and strategic partnerships to deliver these goals.

Pro Vice-Chancellor UAL Online

We are seeking to appoint the position of Pro Vice-Chancellor UAL Online to lead our vision for UAL Online. This is an executive-level position and the appointee will be a member of the University's Strategic Objectives Board, and Size and Shape Board. The position will report to the Deputy Vice-Chancellor Education (DVCE) and work with the Chief Digital Officer (CDO) in developing and delivering UAL's vision for online education.

As Pro Vice-Chancellor UAL Online, you will provide strategic leadership of the ongoing development of digital learning as an increasingly important component of all modes of education. You will support the President & Vice-Chancellor and work collaboratively with other members of the Executive Board in the leadership and management of the University's Strategy, developing

Introduction

Job description

Person specification

How to apply

an online portfolio of ambition and scale, providing vision, and working across the strategic partnerships, business functions, and academic and student experience dimensions.

You will lead the development of an entirely new part of the University's business in the context of UAL's 10-year strategy: the world needs creativity. UAL Online will enable the University to transform its reach to new audiences, through new product concepts and methods, delivered to the highest quality, reinforcing the global reputation of UAL and its constituent Colleges.

As UAL Online is a new portfolio, its scale, shape and scope will evolve over time.

The ideal candidate will have executive-level experience in the development of educational products and services and successful delivery at scale with a track record of successful student or customer outcomes. You will have experience working with and through the various business functions of the University, including technology, marketing, HR, finance and planning. You will understand and articulate the opportunities for online creative education, and the models and modes that will transform access to creative education and lower the barriers to entry for all kinds of learners.

Most importantly, you will enjoy working through partnerships to achieve your goals, whether these are internal or external, adding value and capacity to delivery goals and timescales. You will share our values and possess exceptional communication, collaboration and relationship-building skills, representing UAL with a wide range of stakeholders. Like us, you will believe that equality, diversity and inclusion are integral to thriving organisations and you will share our commitment to creating a university where we can all be ourselves and reach our full potential.

Duties and responsibilities

- Develop the vision, business plan and phased delivery of UAL Online, based on market insights and UAL expertise in creative education, in ways that add value to the overall UAL portfolio of courses, models and modes of delivery, accessing new audiences for creative education.
- Develop the business functions and operating environment for UAL Online (i.e. a new business unit).
- Develop a portfolio of products for an ambitious and scalable on-line education offer, in response to the UAL strategy and plans for growth, working through options appraisals and the opportunities presented by strategic (technology) partners.
- Create regular reports and risk appraisals that accurately assess delivery of UAL Online against key performance indicators.
- Create a whole environment for UAL Online, working through all the dimensions of academic delivery and student experience to create a world-class student experience and student outcomes.

Introduction

Job description

Person specification

How to apply

- Work in partnership with Digital and Technology teams, Teaching and Learning Exchange and Colleges to plan the development of digital learning as a component of all UAL modes of learning.
- Develop and promote, internally and externally, UAL as a global leader in creative education.
- Use service design and quality assurance methodology to ensure UAL Online delivers a world class education experience and high-quality student outcomes.
- Bring innovation to course design and delivery, showing UAL to be leaders in creative education online.
- Support digital methodologies in teaching and learning, library, collections, student services, research and knowledge exchange, to improve access to UAL resources for all learners.
- Champion diversity and inclusion, delivering the University Anti-Racism Action Plan within the digital contexts and work with staff across the university with the common purpose of eliminating attainment differentials.
- Act for the University on external matters relating to UAL Online and as a representative on external bodies.
- Develop networks and raise the profile of the University externally.
- Lead on collaborations and income generation, particularly through establishing close links between subject disciplines, creative industries and other sectors.
- Identify and work with potential donors on fundraising initiatives, in conjunction with the University's Director of Development.
- Ensure that finance and other resources are managed effectively and efficiently, in support of the University and College's strategies.
- Chair relevant committees and groups.
- As a part of our community, ensure the health, safety and well-being of the community as part of the Health and Wellbeing Pledge.

As UAL Executive, you will:

- Contribute to the development of UAL as a world-leader in higher education in the creative arts and operate as an ambassador both at home and overseas, building and sustaining collaborative partnerships as appropriate.
- Make significant contribution to strategy and decision making which enhances both academic and business-related performance across the University ensuring the University is competitive in terms of resource, efficiency and quality of service.
- Promote the University as a place of international repute in which to study, research and work and encourage international collaboration and exchange.
- Work with the Chief Social Purpose Officer, to embed social purpose across activities and develop relationships with key influencers in government, business and professional bodies to listen to their views and communicate UAL's impact.
- Respond to issues and incidents likely to impinge on the University's reputation and activities in a manner that manages and minimises risk to the University.

Introduction

Job description

Person specification

How to apply

- Contribute to the development and testing of University risk and crisis management plans which will be utilised in crisis situations or when serious unexpected events occur.
- Promote the development and well-being of all staff and students, fostering a culture of respect in all aspects of operation and leading, supporting and being sensitive to the different needs of students irrespective of their location or mode of study.
- Actively promote cross-institutional structures and systems (whether related to research, academic programmes, portfolio matters or administration).
- Undertake other such duties and deputise as required by the Deputy Vice-Chancellor (Education).

Other conditions

As a senior member of the University the following apply:

1. You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
2. You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
3. You may be required to regularly travel to other sites and internationally as necessary.

General

1. Assume other reasonable duties consistent with your role, as determined by the Deputy Vice-Chancellor (Education), which may be assigned to you anywhere within UAL.
2. Undertake health and safety duties and responsibilities appropriate to the role.
3. Engage fully with the UAL anti-racism plans, in particular in the way they relate to your areas of work.
4. Work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality, diversity and inclusion in your work.
5. Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
6. Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.

Introduction

Job description

Person specification

How to apply

7. Conduct all financial matters associated with the role in accordance with UAL's policies and procedures, as laid down in the Financial Regulations.
8. To contribute towards reducing UAL's impact on the environment and support actions associated with the UAL Sustainability Manifesto.

Key working relationships

The post holder will work collaboratively with stakeholders across UAL, partner institutions and suppliers on the development of education.

- Deputy Vice-Chancellor (Education)
- Chief Digital Officer
- Members of the Executive Board
- Members of the University Steering Group (USG)
- Trade Unions
- Student Union
- Governors

Specific management responsibilities

- Budgets: Allocation of budgets in a manner consistent with university priorities as agreed from time to time.
- Staff: UAL Online teams.
- Other staff as required e.g. Business Partners in HR, Finance, Personnel, Marketing.
- Additional staffing needs to be defined and reviewed with DVC (Education) and CDO at agree review date.
- Students: Overall responsibility for UAL Online students.

Introduction

Job description

Person specification

How to apply

Person specification



Mathilda Roach Osborne, 2019 BA Fine Art: Painting, Wimbledon College of Arts, UAL | Photograph: Alys Tomlinson

Introduction

Job description

Person specification

How to apply

Person specification

Specialist knowledge/qualifications

- Understanding of Online Education market and providers
- Knowledge of future skills in creative and cultural sector
- Senior leadership in complex higher education or similar setting
- Digital capability and intelligence

Relevant experience

- Substantial business development and growth in higher education or similar setting
- Leadership of high-quality product development evidenced in customer experience and outcomes
- Proven academic and business acumen, working in effective partnership with a range of executive functions
- Senior partnership relationships that add value

Communication skills

- Communication is accurate, tactful and diplomatic
- Highly effective communication skills, i.e. presenting a case, a vision, a plan across media

Leadership and management

- Proven excellence in strategic leadership and organisational change
- Ability to drive, articulate and deliver a clear strategic vision for UAL Online
- Leadership and development of high performing team/s
- Strong leadership qualities, resilient, collaborative and able to engage people at all levels in a vision for the University

Research, knowledge exchange, teaching and learning

- Invests in, develops and applies new thinking in creative education/ technology spaces

Professional practice

- Demonstrates own advanced scholarship, research or knowledge exchange

Introduction

Job description

Person specification

How to apply

Planning and managing resources

- Evidence of significant and long term strategic, financial and operational planning

Student experience or customer service

- Evidence of high-quality customer experience and outcomes

Creativity, innovation and problem solving

- Initiates innovative solutions to problems which have a strategic impact

Introduction

Job description

Person specification

How to apply

How to apply



Nikshay Auchoybur, In the studio, 2021 BA Interior and Spatial Design, Chelsea College of Arts, UAL | Photograph: Alys Tomlinson

Introduction

Job description

Person specification

How to apply

How to apply

The Pro Vice-Chancellor UAL Online will be appointed by a selection panel chaired by the President & Vice-Chancellor, James Purnell. An executive search exercise is being undertaken by Saxton Bampfylde, who will support the Selection Panel in the discharge 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.

Application is by submission of a full curriculum vitae and a covering letter of application, addressing the job description and person specification and including suitable daytime and evening telephone contact details.

UAL is committed to creating diverse and inclusive environments for all staff and students to work and learn – a university where we can be ourselves and reach our full potential. We offer a range of family friendly, inclusive employment policies, flexible working arrangements and Staff Support Networks. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

UAL aims to be an equal opportunities employer embracing diversity in all areas of activity and positively welcomes applications from Black, Asian, and minority ethnic and female applicants who are currently underrepresented at this level.

Completed applications should be uploaded at saxbam.com/appointments ¹ using code IASZC

Click on the 'apply' button and follow the instructions to upload a CV and a cover letter and complete the online equal opportunities monitoring¹ form.

The closing date for applications is Monday 27 March 2023.

For informal inquiries please contact +44 (0)20 7227 0880 (during office hours).

¹ 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.

ual:

For further information,
visit arts.ac.uk ↗

camberwell college of arts | central saint martins | chelsea college of arts | london college of communication | london college of fashion | wimbledon college of arts



arts.ac.uk

