

# Continual Professional Development (CPD) Course Manager

## Job Description

### The Role

<b>Job title:</b>	Continual Professional Development Course Manager
<b>Department:</b>	Business Development Team, Commercial Services and Facilities Directorate
<b>Responsible to:</b>	Associate Director, Business Development
<b>Location:</b>	Royal Agricultural University, Cirencester/Hybrid
<b>Salary:</b>	Grade 6 : £28,759 : £15.80 ph
<b>Term:</b>	Part Time; 16 hours per week
<b>Relationships with:</b>	Internal: Including Business Development Team; Professional Training Team; Business Innovation and Growth Staff; Business Development Marketing Officer; Academic Staff; Finance External: Partner Organisations, Course Directors, Trainers and Delegates; Alumni.

### About the Business Development Team

The Business Development Team at the Royal Agricultural University (RAU) is a newly established Team (March 2023) as part of the Commercial Services and Facilities Department. The Business Development Team brings together existing Teams in Business Innovation and Growth (Farm 491 and Cirencester Growth Hub), Professional Training, and seeks to grow capacity and expertise and establish Teams in International, Research and Knowledge Exchange. The Department also supports the University Laboratories and their development.

The Business Development Team is a key delivery agent of the RAU Strategy 2023-2028 and our work aligns directly with its objectives and Key Performance Indicators, as well as Team members individually and collectively contributing to University Values.

The Business Development Team is fundamentally cross-cutting to the RAU, engaging with all aspects and Departments in the University as well as engaging in cross-RAU governance (committees and groups) and contributing to cross-University Projects (e.g. Innovation Village, RAU@Swindon). The

Team has extensive external and stakeholder engagement activities and strives to be the professional face of the RAU, taking a leading role in managing our relationships and partnerships.

## Role Purpose

The CPD Course Manager will lead on a portfolio of Continual Professional Development activities critical to the face of our professional training activities, both internally and externally. This will involve both optimising the delivery and income from the current portfolio of courses, but also developing a pipeline of opportunities for new courses and expanding the CPD components of a widening 'Leadership and Skills Innovation' portfolio of professional training.

Critical to the role is the ability to work with, understand the current and future requirements of, and negotiate with a number of external stakeholders, including industry, sector professional bodies and government departments and agencies as those engaging in Continual Professional Development. Stakeholders from similar organisations will also be engaged in course delivery; the role will also work with both academic and professional services staff internally to enhance and develop leading, relevant content for the sector as well as increasing the scope of the University's technical expertise and the authenticity of our teaching. Ensuring and enhancing the quality and reputation of the Continual Professional Development courses and the stakeholders involved is essential to this post.

The role will require a strong project management, planning and organisation approach coupled with financial and commercial expertise and acumen and the ability to develop and deliver business cases for new activity.

The current Professional Training Team is evolving into a more connected and locally, nationally and globally relevant business unit of the University focussed around 'Leadership and Skills Innovation' in line with the RAU Strategy 2023-2028. The role will contribute to the evolving strategies and delivery plans and will require a future focussed outlook.

The role will also support the Head of Business Innovation and Skills, and Associate Director, Business Development in leading, developing and delivering activities across the other business units of the Business Development Team (Research and Knowledge Exchange, Business Innovation and Growth, and International) engaging with appropriate individuals, Teams and Directorates across the University. The role will need to operate flexibly in accordance with the needs and demands of the Team.

## Key Responsibilities

The postholder will be expected to, working with the Head of Professional Training (secondment) and Head of Executive Education:

1. Lead and deliver the RAU's current CPD portfolio to ensure optimal and efficient organisation and delivery, as well as visibility of the portfolio and associated activities:

- Establish and document course information through course proformas to enable the detailed recording of the CPD portfolio, establishing a baseline for improving both individual courses and across the portfolio;
  - Establish financial templates for each Course, ensuring cost effectiveness, efficiency, value for money, making decisions on delivery based on course numbers, margin and income;
  - Delivering three key courses to the highest quality and with optimal return to the University, with both current and building a pipeline of new organisations and participants for 2023/24 and beyond;
  - Taking a project management approach to planning, organisation, management of information and finances;
  - Collating, analysing and acting on feedback from courses with a view to improving and evolving the CPD and Professional training portfolio;
  - Establishing process maps for the end to end delivery of CPD courses;
  - Identify areas of overlap and efficiency with the wider Professional Training portfolio of courses; and
  - Work with the Business Development Marketing Officer to ensure optimised and effective marketing is in place for CPD courses, contributing to a Campaign Plan for the area.
2. Develop excellent relationships with key internal stakeholders to optimise the delivery of new courses with RAU expertise, in particular academic and enterprise staff and where they can contribute to and engage with both current courses and a developing new portfolio;
  3. Develop excellent relationships with key external stakeholders of CPD courses, understanding needs and adapting courses to be bespoke to particular organisations/institutions, and capturing information on external stakeholder relationships towards a wider CRM system (with other areas of the Business Development Team);
  4. Establish and negotiate contractual relationships through excellent communication and engagement with stakeholders, namely lead Course Institutions, Directors and Speakers/Delivery Agents for CPD courses;
  5. Identify the opportunities for new CPD course and programme development, lead on the development of proposals and business cases for new programmes in line with market demand and of high quality and relevance to the sector, and establishing a pipeline of opportunities;
  6. Working with the Head of Business Innovation and Skills and Associate Director, Business Development contribute to the development of a strategy for 'Leadership and Skills Innovation' and new portfolio of professional training courses;
  7. Working with the Head of Business Innovation and Skills and Associate Director, Business Development contribute to the alignment and collaborative working of the current Professional Training Team with the Business Innovation and Growth Team, working towards the vision for Innovation@RAU - a new integrated RAU offer;
  8. Identify opportunities for wider collaboration, coordination and efficiency across the Business Development Portfolio and wider RAU;

9. Contribute to, as appropriate, the RAU Innovation Village development; and
10. Undertake other duties as required by the Associate Director of Business Development.

## General responsibilities

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

## University Values

As a University we have chosen five values to underpin our learning community. These are the values which we will all work by and for which we want the RAU to be known. We are:

- Collaborative - we believe in the power of working together. We are stronger as a community of practice - inspiring each other, identifying shared goals, and providing reciprocal support leads to greater success.
- Open-Minded - we are receptive to new ideas and we value the diversity of experiences and skills. We are committed to listening to everyone across the RAU community.
- Resourceful - we adopt creative approaches to achieve our goals while setting higher standards, promoting professionalism and sustainability.

- Responsible - individually and collectively we take accountability for our actions working with integrity to achieve the highest ethical standards.
- Inclusive - we acknowledge the fundamental value and dignity of all individuals and are committed to maintaining an environment that seeks to eliminate all forms of discrimination and respects diverse traditions, heritages, and experiences.

## Person Specification

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Presentation
<b>Qualifications:</b>		
Educated to degree level or equivalent experience in a similar role	E	A
Project Management qualification and/or experience	D	A, B, C
<b>Knowledge, Experience and Skills:</b>		
Excellent organisational, planning and project management skills with proven experience of planning and project managing multiple events	E	A, B, C
Experience of managing budgets and financial planning, including resource allocation and income maximisation	E	A, B
Ability to and experience of developing and delivering a pipeline of commercial opportunities	E	A, B, C
Ability to communicate effectively with a broad range of internal and external stakeholders	E	A, B, C
Strong negotiation skills	E	A, B
Ability to work with broad range of internal and external teams to achieve delivery	E	A, B
Ability to prioritise a varied workload	E	A, B
Self-motivated with confidence to work independently	E	A, B
Experience of working in the HE Sector	D	A, B, C
Working knowledge of the relationships between and contribution to research, knowledge exchange, business, innovation and entrepreneurship with leadership and skills within the University and wider sector context	D	A, B

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Presentation
Ability to identify new opportunities and realise these through developing business cases and decision-making processes in line with organisational strategy	D	A, B
Experience in understanding the need for and developing requirements for contractual arrangements	D	A, B
Experience and understanding of marketing and communications, including digital marketing and social media	D	A
High level of digital literacy skills	D	A
Understanding and application of legal requirements and responsibilities for example around information management and data protection and Health and Safety	D	A

## Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website [www.rau.ac.uk](http://www.rau.ac.uk)) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to [jobs@rau.ac.uk](mailto:jobs@rau.ac.uk) stating where you saw the advert for the role
- Informal enquiries can be made to Esther Wilkinson - Associate Director of Business Development [Esther.Wilkinson@rau.ac.uk](mailto:Esther.Wilkinson@rau.ac.uk)
- **Closing date:** 26 November 2023 with **Interviews on:** 19 December 2023.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.