

Director of External Relations

Professional Support Services

Candidate Information Pack – March 2024



A Welcome from the Vice-Chancellor



We have been developing leaders, entrepreneurs and innovators at the Royal Agricultural University (RAU) ever since 1845.

The very first agricultural college in the English-speaking world, the RAU was established at a time of burgeoning industrialisation and urbanisation when enlightened individuals, and members of agricultural societies, recognised that the transformation of UK agriculture – needed to increase food production – could only be achieved through education, and the application of science and innovation.

“Practice with Science” was the mantra of our founders, as indeed it still is, as we pursue our mission to equip a new generation of graduates to meet the most pressing challenges that face us in the world today – climate change, food security, sustainable land use, biodiversity loss, heritage management, and so on.

Our strategy rests on three pillars: Quality, Reach, and Sustainability. We want to be the very best in all that we do at a local level, a national level, and a global level, and to do so in as sustainable a way as possible. We aim to be a solution- provider – the country’s leading, and indeed the UK’s global, university in sustainable farming and land management.

With a family of 17,000+ alumni world-wide, we are proud of our heritage and we aim to be as societally relevant in the future as we have been in the past.

If you would like to play a leading role in shaping the future development of the RAU and you share our passion and commitment to the land-based sector - to agriculture, food and the environment; real estate land management; rural business and entrepreneurship; cultural heritage and equine management and science – then we would be delighted to hear from you as a prospective member of our staff.

Thank you for your interest in the Royal Agricultural University.

Best wishes

A handwritten signature in black ink that reads "Peter McCaffery". The signature is written in a cursive, slightly slanted style.

Professor Peter McCaffery
Vice Chancellor

About the Royal Agricultural University

Where Are We Now

The RAU is as socially relevant today as it has been throughout our 177-year history. Our mission today bears testament to the foresight of our founders as we aim to equip a new generation of graduates to meet the most pressing challenges that face us in the world today – climate change, food security, sustainable land use, biodiversity loss, heritage management and so on.

A 'university without walls', science-based and practice-centred, with over half of our research adjudged 'world-leading and international in quality' we are the leading specialist university in England.

One of only six Universities (and the only small specialist provider) recognised as a National Centre of Excellence by the Institute of Enterprise and Entrepreneurship our Farm 491 is also the UK's leading agri-technology incubator and accelerator.

We are the leading supplier of rural chartered surveyors in the UK and our Rural Estate Land Management has been rated one of the top 6 business schools in Europe with 165 of our Alumni in Director roles in the major national and international firms.

In the National Student Survey (2022) we were ranked the top university in the UK for being a 'Learning Community', fourth for overall student satisfaction across English Universities and top 10 for both Academic Support and Organisation and Management while outperforming all 24 universities of the Russell Group.

Our heritage

The Royal Agricultural University (RAU), formerly the Royal Agricultural College, was the first agricultural college in the English-speaking world. The first 25 students were admitted in September 1845.

From its early days, the College was staffed with innovators and pioneers and made a considerable impact on farming practice and agricultural science. In 2013, the Privy Council awarded the College full University Status with Taught Degree Awarding Powers, in recognition of its long record in the provision of higher education.

The present

The RAU has some 1,100 students studying a range of subjects, including agriculture, animal science, business, environment, equine science, farm management, food, real estate and rural land management. Set on the edge of Cirencester in the beautiful Cotswold countryside, its small size provides an exceptional sense of community amongst students and staff, which supports, develops and encourages students from all backgrounds to achieve their ambitions.

The University motto is 'Arvorum Cultus Pecorumque', a quotation from Virgil's Georgics, meaning 'Caring for the Fields and the Beasts'. This maxim has been enduringly relevant for a University which, in every area of its activity, has worked to promote sustainable use of the land, safeguard the environment and animal welfare and the wellbeing of rural communities. The RAU prides itself on combining subject expertise with industry connectivity and an innovative, forward thinking, enterprising approach. This opens doors for students, and RAU graduates are well prepared for

successful careers in their chosen field, whether that be leading innovation and change in industry, informing future land-based policy, or setting up their own businesses.

The future

Our vision is to be the UK's global university for sustainable farming and land management, enabling communities across the world to thrive in harmony with nature. We will pursue our vision by focusing on three outcomes which run through all we do:

- **Quality** - a global reputation for excellence and leadership across our teaching, research and engagement.
- **Reach** - a growing, diverse and inclusive community of students and partners in the UK and internationally.
- **Sustainability** - a showcase for sustainable and resilient management, through our land and estate, our finances and our culture.

The RAU strategy is available here: <https://www.rau.ac.uk/about-rau/our-vision-and-strategy>

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.

Recent RAU Highlights

- In 2022, the RAU emerged as the leading specialist university in England for research in the latest round of the Research Excellence Framework (REF) which commended more than half of our research as 'world-leading and international in quality'.
- The RAU partnered with Uzbekistan's Ministry of Agriculture to open a new International Agriculture University in the nation's capital Tashkent in October 2022. Franchising some of our existing degree programmes, IAU students access a blend of face to face and online lectures and resources, with new degrees and modules being developed to suit Uzbekistan's conditions and international trade ambitions.
- The RAU was re-approved as a Centre of Excellence for Enterprise Education by the IOEE (Institute of Enterprise and Entrepreneurs) for a further three years from November 2022 – the only small and specialist university in the UK to have been granted the IOEE's Centre of Excellence status.
- The RAU achieved excellent student satisfaction scores in the 2022 National Student Survey (NSS) ranking first, among all UK universities, for Learning Community, and fourth for Overall Satisfaction, as well as being in the top 10 for both Academic Support and Organisation & Management. We also scored top marks for our work with industry and the public sector in a survey of 139 English universities and institutes published in September 2023.
- The Office for Students (OfS) awarded the RAU £5.8m, the maximum amount available, to develop a new Land Laboratory Teaching Centre which will provide an integrated, state-of-the-art, facility to train students in climate-smart, resilient agriculture and land management.
- We ranked in the top ten at the 2023 Whatuni Student Choice Awards in 2023 in the Small or Specialist category and were also shortlisted for a special Whatuni Student Choice Award linked to Cost of Living support provided to our students.
- We plan to create a sustainable, carbon neutral, Innovation Village on a 29-acre site at the RAU's Cirencester campus. The proposed £100m development, which is central to our vision, will be home to a community of entrepreneurs, policymakers, practitioners, and researchers committed to addressing the major global challenges we all face, and aims to support industry, food producers, farmers, and landowners in developing sustainable solutions for healthy land and nature, food production, and resilience in rural communities.
- Joint third in achieving the highest change in rank position, the RAU moved up 22 places in the Complete University Guide 2024 coming in at number 73 out of the 130 universities listed.
- The 2023 Knowledge Exchange Framework (KEF) highlighted our strengths in continuous professional development and graduate start-ups amongst others. Nationally, the RAU was ranked second among the specialist universities in the science, technology, engineering and mathematics (STEM) cluster.
- RAU researchers have been awarded £1.4 million in research grants in the past year to develop their scientific investigations into land use and agriculture.

- We were ranked in the top 10 universities in the UK for the best student experience, and as the highest-ranking university in Gloucestershire, in the Sunday Times Good University Guide, climbing 14 places from our 2021 rating.
- The RAU was one of the first employers in Gloucestershire to receive an Inclusivity Works 'Inclusive Employers' Award as part of a scheme to inspire more employers to take advantage of fantastic, talented and motivated potential employees who may not have previously been considered. We are now also registered as a 'Disability Confident' committed employer.
- The RAU was awarded Silver - with both its student experience and student outcomes being commended as being of "typically very high quality" - in the 2023 Teaching Excellence Framework (TEF), a national scheme run by the Office for Students (OfS) to encourage higher education providers to improve and deliver excellence in the areas that students care about the most: teaching, learning, and achieving positive outcomes from their studies.
- The RAU is the only small specialist university to establish a Joint Institute in China – with Qingdao Agricultural University – and we are one of only five 'highly trusted' UK universities recognised by the Chinese Ministry of Education.
- Our twinning initiative with the Sumy National Agrarian University in Ukraine is now a role model for others in providing humanitarian, teaching and research collaboration and support for 'academics at risk' world-wide.



The Role

Job title:	Director of External Relations
Department:	External Relations
Responsible to:	Chief Operating Officer
Location:	Royal Agricultural University, Cirencester
Salary:	£86,520 per annum
Term:	Full-time, permanent
Relationships with:	Vice-Chancellor's Executive Group; Governing Council; Academic staff at all levels; Alumni; Students

We have a number of different ways to work flexibly, so at your interview feel free to talk about what flexibility means to you. There are no guarantees, however, examples of how our employees already work flexibly include part-time, job share, hybrid-working and compressed hours.

The Purpose

The Director of External Relations is a professional senior leadership role, reporting directly to the Chief Operating Officer and working closely with the Vice-Chancellor's Executive Group. The post holder will support the RAU in achieving its strategic ambitions, leading outward facing initiatives and a broad portfolio of activities.

Leading the external relations team, the Director will help ensure that the RAU is able to engage with, and maximise, external opportunities that support the institutional strategy. Of particular importance will be the development and implementation of a marketing and communications plan that will help deliver agreed student recruitment targets, and further develop its brand identity across a range of key stakeholders including industry and alumni. It is vital that the post holder be able to translate internal assets into external gains, fostering strategic partnerships and expanding relationships with business, industry and government. The Director will interface with policy makers, key external influencers and a diversity of stakeholders.



Key Responsibilities

- 1.** Provide strategic and innovative leadership to a broad portfolio of services including student recruitment, knowledge exchange, research and consultancy, communications, brand and marketing, international relations and development and alumni.
- 2.** Create, implement and measure a comprehensive external relations strategy aimed at enhancing the University's position as the UK's leading university for agriculture and land management education.
- 3.** Originate and manage strategic plans, translating them into specific short and long-term objectives and define metrics and accountabilities. Use data analytics and insight to understand and track the effectiveness of all activities across the portfolio.
- 4.** Foster an approach to empower a collaborative professional team to achieve challenging targets. Provide professional leadership, direction and motivation to the relevant teams under line management, ensuring that performance is managed effectively and staffing structures are optimised to support and improve delivery of an integrated and high-quality service. Ensure resource is aligned with changing strategic priorities and external regulatory environments.
- 5.** Devise, evaluate and oversee the implementation of effective, tailored student recruitment marketing plans and campaigns, using the most appropriate channels and methods to promote awareness, widen access and inclusion, drive leads, improve conversion and achieve the agreed student recruitment plans.
- 6.** Develop and implement a compelling Brand Strategy for the University ensuring the brand narrative is relevant to the University's core audiences and ensures effective brand compliance across the University.
- 7.** Lead and oversee the integration of proactive media, digital and social media and thought leadership strategies to stimulate media interest, build brand awareness and convey RAU messages externally and internally
- 8.** Lead the development and implementation of the University's Development & Alumni Relations Strategy including all communications, stewardship of current and potential donors and support the Vice-Chancellor in major giving initiatives.
- 9.** Evolve an institutional government and public affairs strategy to increase RAU's influence and update the University on external trends, developing points of view and evolving legislation and policy. Engage with external stakeholders on behalf of the University and develop appropriate strategic collaborative partnerships worldwide.
- 10.** Create and manage a network of strategic partnerships with business, industry and government, fostering advocacy for research, ideas and education. Maintain oversight of stakeholder relationships held across the organisation to ensure the RAU is maximising Knowledge Exchange opportunities for coordinated activity with partners.

- 11.** Represent and promote the University's interests on relevant regional, national and international bodies in order to capture and convey best practice, monitor sector developments and alert the University to opportunities and implications.
- 12.** Plan, co-ordinate and be responsible for the delivery of strategic projects and to play a key role in future development of the University in a national and international context.
- 13.** Undertake any other duties as may be assigned from time to time by the Chief Operating Officer.

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.

Person Specification

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Task
Qualifications		
A relevant degree or equivalent qualification and/or experience	E	A
A relevant post-graduate/professional qualification and/or experience	E	A
Evidence of continuing professional development	E	A
Knowledge, Experience, Skills		
Significant strategic student recruitment experience gained within a higher education environment	E	A, B
Experience in development and fundraising, marketing, communications, external affairs and/or brand management	E	A, B
Proven ability to develop and implement strategies to meet organisational objectives	E	A, B
Strong analytical skills and experience with data analysis and the use of metrics to drive decisions and achieve strategic objectives, and the ability to plan, implement and monitor long term strategies	E	A, B
Substantial management experience and proven ability to lead and develop results-oriented teams in a relevant context	E	A, B
Experience of developing long term collaborative links between different groups at national and international level and leading and influencing networks	E	A, B
Excellent oral and written communication skills	E	B, C
Commitment to RAU's mission, purpose, vision and values	E	B, C
Resilience to thrive when operating in complexity and uncertainty	E	B, C
Confidence in challenging the status quo	E	B, C
Resilience to thrive when operating in complexity and uncertainty	E	B, C
Role model positive leadership attributes that demonstrate alignment with RAU values and embed equal opportunities and diversity values and objectives	E	B, C

Pragmatic with a positive and can-do attitude, willing to roll their sleeves up to get into details where necessary	E	B, C
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General Terms and Conditions of Employment

- This post is a full-time appointment, offered on a permanent basis. It will be remunerated at £86,520 per annum. The appointment is normally made at the minimum of the pay scale and is subject to meeting all pre-employment clearances and requirements of the Person Specification.
- All new employees undergo a period of 6 months' probation in accordance with the terms and conditions of employment confirmation of employment is dependent on the satisfactory completion of that probationary period.
- The nature of this post is such that it is expected that you will respond to the operational requirements of the University in order to fulfil your duties in a professional manner. You will be required to work such hours as are reasonably required to discharge your duties effectively and competently. The exact number of hours in any week will vary in accordance with institutional requirements, but will not be less than 35 hours a week.
- The University holiday year runs from January to December. The post carries an entitlement to 30 working days of paid leave during the course of the holiday year (pro rata if the appointment is made during the holiday year), in addition to Statutory Bank Holidays. There may also be discretionary days and days when the University is closed on particular dates in the interests of efficiency.
- It is a condition of employment that all relevant posts are vetted by the Disclosure & Barring Service (DBS) and if it applies to this appointment you will be required to undertake a DBS check. The University will pay the fee for this service. Any false declarations or any findings from the Disclosure could affect the suitability for employment.

Pensions and Auto Enrolment

If you meet the criteria set out below, and are not already an active member of any of our pension schemes, the University is required to auto-enrol you into a suitable pension scheme. The criteria for auto-enrolment is:

- Age - if you are 22 or over but no more than State Pension Age
- Earnings - a minimum of £10,000 per year
- Working in the UK

The pension schemes supported by the RAU are:

AVIVA CATEGORY X - all eligible RAU employees (except teachers) are automatically enrolled

- 5% (minimum) contribution by employee and
- 3% contribution by RAU

AVIVA CATEGORY Y1 - RAU Group Pension Scheme (defined contribution) - employees are able to upgrade to this scheme before their 6-month probation.

- 6.5% (minimum) contribution by employee and

- 6.5% contribution by RAU
- life assurance is an additional benefit (two times annual salary)

Staff Benefits

We offer a range of Staff Benefits including a 35-hour working week, a generous 30 days annual leave entitlement plus bank holidays (pro rata for part time posts), pension scheme, free and guaranteed parking on campus and free shuttle bus from campus to Cirencester town centre, discounted catering facilities, discounted onsite gym, free library services, employee assistance programme, occupational health and counselling services, cycle to work scheme and staff development opportunities.

Further details of the full range of staff benefits available can be found on our [website](#).

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 – 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 stating where you saw the advert for the role
- **Closing date:** 28th April 2024 with **Interviews on:** 16th May 2024.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.

International applicants

Permanent or fixed-term positions

To take up an appointment at the Royal Agricultural University, applicants who are nationals of countries outside the UK and Republic of Ireland, and who do not have existing permission to work in the UK, need to get permission from UK Visas and Immigration (UKVI). Should you be successful in the selection process, the University will apply for a certificate of sponsorship that enables you to seek permission from the UKVI to take up our offer of employment. If you are from the EU, Switzerland, Norway, Iceland or Liechtenstein and have family already resident in the UK you may be eligible to apply under the [EU settlement scheme](#).

Your success in applying for a certificate of sponsorship will rely on meeting certain criteria – for the most up to date list of these, as well as further information on working in the UK, please visit the [UKVI](#) website.

Please be aware that we have a legal responsibility to ensure that all employees are eligible to live and work in the UK. Should you be successful in your application we will need to see documentation confirming your entitlement before you take up your appointment.

General Data Protection Regulations: Applicant Privacy Notice

The Royal Agricultural University collects and processes your personal data so that it can meet its statutory and legal obligations, and when it has a legitimate interest in processing personal data before, during and after the end of the employment relationship.

The data which forms part of your job application (for example, application form, CV, references, Equal Opportunities Monitoring Form, shortlisting and interview records) will be stored in a range of different places, which will include the University's HR and recruitment management systems (electronic and paper based), and in IT systems (including the University's email system). Your information may be shared internally with the HR Department and with employees who are involved in the recruitment and selection process, but only if access to your data is absolutely necessary for the performance of those roles.

The University may share your data with third parties in certain circumstances. Personal data that the University uses for the purposes of equal opportunities monitoring and reporting is anonymised or is collected with the express consent of applicants, which can be withdrawn at any time. Applicants are entirely free to decide whether to provide such data and there are no consequences of failing to do so.

The University takes the security of your data seriously and has internal controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by the above employees in the performance of their duties. If your application is unsuccessful, your applicant data will be destroyed 6 months following the advertised closing date of the post you have applied for. If your application is successful, your applicant data will be retained during your employment and for 6 years following your leaving date. You can access and obtain a copy of your data on request and you can ask the University to change incorrect or incomplete data.

In certain circumstances you can ask the University to stop processing your data, or you can object to the processing of your data. If you believe that the University has not complied with your data protection rights, you can complain to the Information Commissioner. Further information about your rights in accordance with Data Protection and the GDPR Regulations can be obtained from the University Data Protection Officer. A detailed Employee Privacy Notice is available to view [here](#).