

Director of External Relations

Professional Support Services

Candidate Information Pack – May 2021



About the Royal Agricultural University

The Royal Agricultural University has been at the forefront of agricultural education and a key contributor to the land-based sector for over 175 years.

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 1,200 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. rau.ac.uk



The future

Since 2016, the RAU has achieved significant progress against its strategic plan and has delivered transformation and change. The RAU has redefined its purpose as "to cultivate care for the land and all that depend on it".

Core elements of the strategy include:

- Growing and diversifying the student community by providing an outstanding student experience and excellent employment outcomes. Innovative programmes will be informed by the evolving needs of industry and designed for learners at all stages of life, delivered via traditional and online learning platforms.
- Establishing a Knowledge Hub that will help industry navigate change and uncertainty making it possible to tackle big challenges more effectively, thereby delivering societal benefit and impact. The Hub will provide a focus to catalyse farmer led innovation, act as an accelerator of rural enterprise and become a centre for thought leadership for development of evidence-based policy and strategic thinking.
- Becoming a sustainable, efficient organisation that can fund a continuing investment in its physical, digital and human infrastructure, ensuring a continually improving and excellent experience for students and staff.

"The RAU's mission is to equip a new generation to thrive through change"



- Partnering with land-based colleges and schools to extend and diversify the student community. The University will foster thriving linkages to a variety of localities and communities across the UK, thereby extending the reach of learning opportunities it offers and the impact of its research.
- Developing sustainable partnerships with industry and research-leading institutions to provide a wider perspective, ensuring that what it teaches is relevant, improves student employment outcomes and enables sustainability-oriented innovation.
- Building on existing and successful international partnerships, among which a prominent feature has been teaching partnerships with Chinese universities.

Select highlights

The RAU has achieved significant progress against its strategic plan. Recent successes include:

- Ranked one of the UK's Top Ten Universities. Whatuni Student Choice Awards, both 2019 and 2020 <https://www.whatuni.com/student-awards-winners/university-of-the-year/>. We were also top 10 for job prospects in both years.
- Enterprising Learning Provider of the Year 2019: IOEE Celebrating Enterprise Awards 2019 <http://ioee.uk/2019/10/07/celebrating-enterprise-awards-2019/> . Awarded Centre of Excellence by the Institute of Enterprise and Entrepreneurs (IOEE) in the same year.
- Winning £1.1m of Catalyst funding to develop the next generation of agri-food/ tech leaders and to create new industry- led programmes that aim to position the RAU as a thought leader post-Brexit.
- Addressing highly relevant global grand challenges – such as climate change, food security and urbanisation– through the [Rural Knowledge Hub](#), which initiates thought leadership activities and accelerates the growth of rural enterprises through the Farm 491 agritech business incubator based in the new Alliston Centre and also the new [National Innovation Centre for Rural Enterprise](#).
- Increasing the percentage of state - school entrants launching two new funds with a specific focus on widening participation and getting involved in two national outreach programmes and the Agrespect rural LGBT+ network.
- Securing a £2.2 million endowment from the John Oldacre Foundation to support applied research, and PhD students. Current PhD projects include crop science, land values in London boroughs, and equine nutrition.
- Expanding its CPD offer via the [John Oldacre Rural Innovation Centre](#), which is based at Harnhill and offers a large range of practical, industry-facing courses that teach rural skills.
- Establishing new and mutually beneficial academic partnerships with further education providers, such as the validation arrangement with Plumpton College and the urban farming focus afforded by the link with Capel Manor College in London.

Further information on other initiatives and successes can be found [here](#).



The Role

Job title:	Director of External Relations
Department:	External Relations
Responsible to:	Chief Operating Officer
Location:	Royal Agricultural University, Cirencester
Salary:	£70-£80K depending upon experience
Term:	Full -time, permanent
Relationships with:	Vice-Chancellor's Executive Group; Governing Council; Academic staff at all levels; Alumni; Students

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 that knit together 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-term 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

Knowledge and Experience

- Significant strategic student recruitment experience gained within a higher education environment
- Experience in development and fundraising, marketing, communications, external affairs and/or brand management
- Proven ability to develop and implement strategies to meet organisational objectives

- Proven ability to lead and develop results-oriented teams in a relevant context
- Experience of developing long term collaborative links between different groups at national and international level and leading and influencing networks

Skills

- Strong analytical skills and experience with data analysis and the use of metrics to drive decisions and achieve strategic objectives
- Excellent oral and written communication skills
- Demonstrable competence in budgetary and financial management control
- Proactive, flexible and innovative, able to identify and take forward opportunities and work effectively in partnership with others
- Resilience to thrive when operating in complexity and uncertainty
- Confidence in challenging the status quo
- Role model positive leadership attributes that demonstrate alignment with RAU values and embed equal opportunities and diversity values and objectives

Mindset

To be successful in this role, the candidate will need:

- Commitment to RAU's mission, purpose, vision and values
- A service user centred approach to the design and delivery of services
- To be proactive and flexible, able to identify and take forward opportunities and work effectively in partnership with others.
- Deep pragmatism with a positive and can-do attitude, willing to roll their sleeves up to get into details where necessary
- Open-mindedness and a willingness to embrace and understand the diverse communities the RAU serves
- A willingness to collaborate internally and externally to achieve our mission
- The resilience to thrive when operating in complexity and uncertainty
- Confidence in challenging the status quo with due regard to the history of the RAU
- Strong leadership communication skills.

General Terms and Conditions of Employment

- This post is a full-time appointment, offered on a permanent basis. It will be remunerated within the range £70,000 - £80,000 per annum and salary on appointment is dependent on experience. Confirmation of appointment 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)

TEACHERS' PENSION (for teaching staff)

- employee contribution according to salary scale – between 7.4% and 11.7%
- 23.68% contribution by RAU
- life assurance is an additional benefit (three times annual salary)

Staff Benefits

We offer a range of Staff Benefits including a 35 hour working week, a generous 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, free gym, discounted catering facilities, 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

For further information about this exciting opportunity, please click <https://rauappointments.com/> or get in touch with Enfys Evans of GatenbySanderson – enfys.evans@gatenbysanderson.com or 020 7426 3996.

The closing date for applications is **midnight on Monday 28th June 2021**.

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](#).

