

Lecturer/Senior Lecturer in Business Strategy

School of Business and Entrepreneurship

Candidate Information Pack – May 2020



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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 175 years.

Our heritage

The Royal Agricultural College (RAC), now the Royal Agricultural University (RAU), 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

Today, as it celebrates its 175th anniversary, 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.



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 element 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.
- 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.



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

Select highlights

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

- Ranked seventh in the UK for student satisfaction.
- Ranked one of the UK's Top Ten Universities.
- Enterprising Learning Provider of the 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.
- 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](#).



Academic structure and offering

Delivery of the University's academic offering is structured into four Schools:

- **The School of Agriculture, Food and Environment**, led by [Chris Brough](#)
- **The School of Business and Entrepreneurship**, led by [Dr David Bozward](#)
- **The School of Equine Management and Science**, led by [Dr Andrew Hemmings](#)
- **The School of Real Estate and Land Management**, led by [Professor Neil Ravenscroft](#)

The portfolio of courses has been specifically designed to help students realise their potential, whether they have their sights set on further study or a career in the land-based professions.

The RAU's academics care about their subjects and their students. Working alongside business leaders and employers, they deliver courses that provide students with the tools, mindset and networks they need to embrace the opportunities ahead and play essential, leading roles in shaping the future of the industry. The reach and influence of the RAU alumni network worldwide is extraordinary.

Teaching and learning

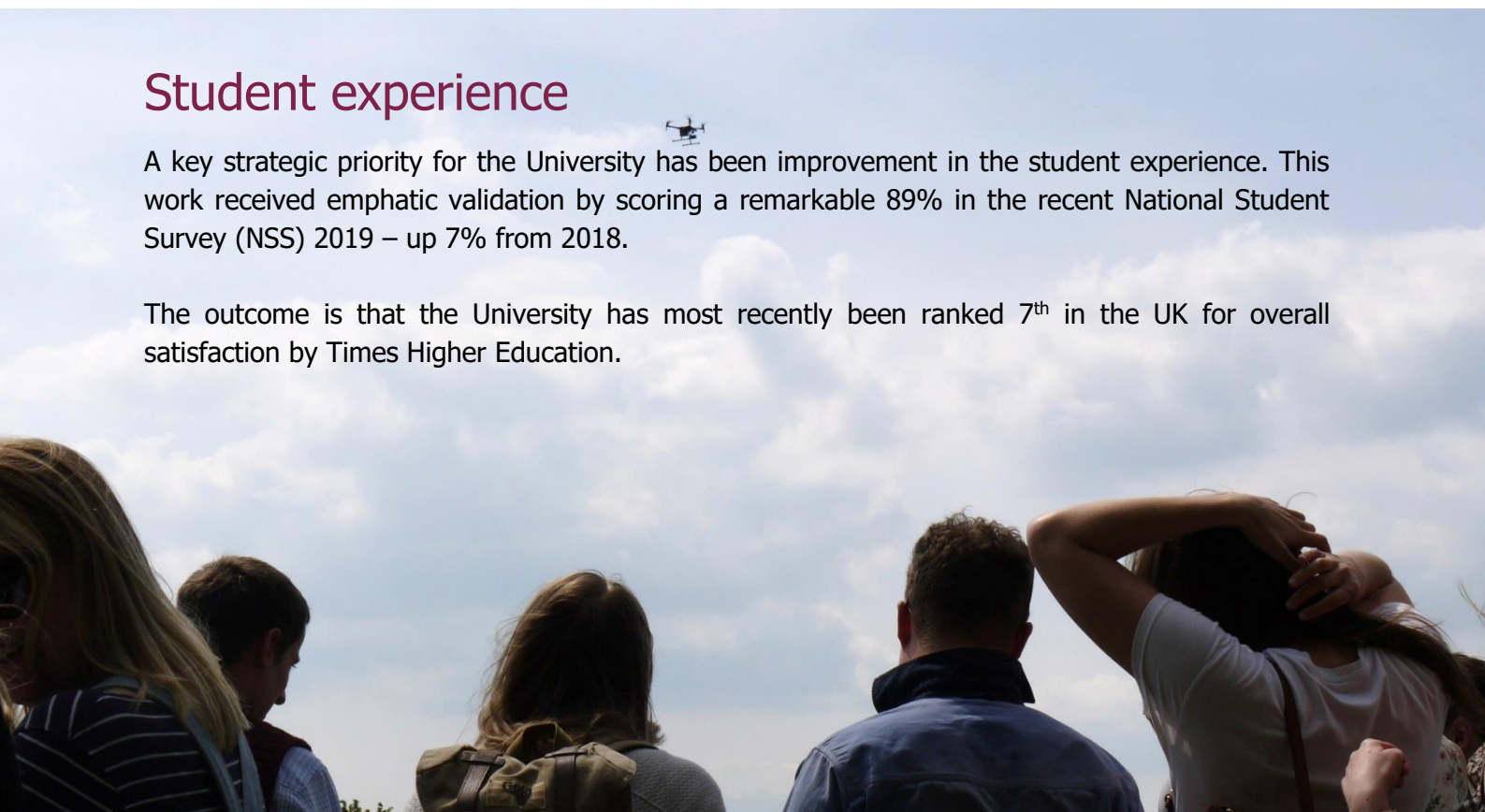
The University is engaged in a review of the curriculum to ensure that RAU programmes are delivered through innovative and inclusive approaches to teaching and learning, by academics with a passion and commitment to land based subjects.

The RAU is supporting a diverse student optional sandwich years in all its undergraduate programmes.

Student experience

A key strategic priority for the University has been improvement in the student experience. This work received emphatic validation by scoring a remarkable 89% in the recent National Student Survey (NSS) 2019 – up 7% from 2018.

The outcome is that the University has most recently been ranked 7th in the UK for overall satisfaction by Times Higher Education.





Enterprise and entrepreneurship

The RAU places a strong emphasis on [entrepreneurialism](#), creating opportunities for students to develop their own business ideas and receive tailored support.

From student societies to workshops and awards, budding entrepreneurs can benefit from the knowledge and experience of their lecturers and the strong industry links the University has carefully cultivated over the years.

With the aim of developing the leaders of tomorrow, adding value to students' degrees and providing better graduate employment to the students, the University promotes Student Enterprise projects such as the 'Grand Idea', which engages external business people and entrepreneurs to mentor and advise budding student entrepreneurs at the RAU. These projects are designed to improve the life skills of RAU graduates, allowing them to contribute to the local community and wider society.

"The award-winning Enterprise and Entrepreneurship Programme (EEP) provides an inspiring and supportive environment in which students can share, develop and launch their ideas."

Guided by lawyers, insurers, marketing professionals and accountants, students from all courses and years have the chance to realise their aspirations in a professional and rewarding environment.

As well as acting as a springboard for the business leaders of tomorrow, this celebrated programme has attracted the support of business leaders and PR sponsors across the UK, enabling the RAU to organise networking events, enterprise workshops, mentoring services, work placements and inspirational talks.



Employability

The University aims to ensure that all its students maximise their ability to secure satisfying, meaningful and rewarding careers and to make an effective contribution to the economic and social wealth of society. Graduates continue to enjoy excellent employment rates according to the annual national survey by HESA (the Higher Education Statistics Agency).

On average, based on 2016/17, over 93% of RAU undergraduates are in employment or further study within six months of leaving the University. The University's employability statistics are strong and bear out the educational merit and value its courses deliver to society. The provision of a steady stream of high-calibre graduates benefits not only the industries the University serves, but also employers and the economy. As well as fostering a community-based learning environment which supports a range of students from more than 45 different countries, the University actively encourages interaction with business and social enterprises.

Widening participation

The University encourages social mobility by raising aspirations to enter higher education. It tackles issues of social exclusion by providing an extensive outreach programme. This draws on best practice from UK and overseas, to widen participation in higher education and to stimulate interest in further study. This includes visits to schools and colleges, and strong links with collaborative partner colleges.

The RAU aims to offer programmes of study that are attractive to a diverse range of potential students, have fair and transparent admission policies and provide financial support to low-income students. The University mitigates the financial barriers to students accessing education by offering bursary schemes and fee waivers that are particularly targeted towards those from low income backgrounds who are assessed as eligible for state support.



Research and knowledge exchange

From its inception, the express aim of the RAC was to deliver what is now termed translational research. Academic staff at the RAU hold true to that mission today, and work on applied research projects across sustainable agriculture, agribusiness, real estate and land management, animal and equine science. The University expects to submit to the next Research Excellence Framework in 2021. With its close links to industry, many of the [University's research projects](#) are done in collaboration with commercial businesses and thus have genuine impact. Recent work has focused on product development for improved health and welfare in horses, improved crop management systems to reduce inputs, novel methods for insect control and development of new feedstuffs all of which contribute to a more efficient and sustainable industry.

Finances

The operating surplus for the 2019 is £2.2m (2018: £3.1m). This result is supported by a £1.5m uplift in value of land adjacent to the University campus described as 'University Gate' and a £2.2m donation from the John Oldacre Foundation to support research bursaries. Last year's result included £3.6m of capital grants in other income that provided funds for the Alliston Centre that opened in July 2018. No significant capital grants were received in this financial year. Financial statements can be viewed [here](#).

The operating surplus includes the profits generated from the RAU's wholly owned subsidiary, Royal Agricultural University Enterprises Limited (RAUEL), which accounts for some of the University's conferencing, retail and consultancy operations. Operating profits from RAUEL are gift aided to the University and in 2019 these profits were £64k (2018: £273k). After accounting for the actuarial pension loss, our total comprehensive income for the year is £1.4m (2018: £4.1m). A reduction in bond yields during the year resulted in an actuarial loss of £0.8m (2018: £1m gain) in the Royal Agricultural College Pension Scheme (RACPS) that was closed to future accrual in 2010. The overall pension liability increased to £13.9m (2018: £13.2m). We are working closely with the Pension Trustees who have recently moved from a gilt led to a cash led investment strategy that seeks to better match income to pension liabilities as they become due.

About the School

The School of Business and Entrepreneurship (SBE) is one of four schools in the University and delivers business education to students across the RAU as well as to engage in research, consultancy and professional training. There are currently over 180 students studying within the School. The Head of School, Dr David Bozward was appointed in October 2018 and leads an established team of academics and professionals in a successful school with an outstanding reputation in developing entrepreneurial rural business leaders. The School currently delivers five taught programmes to prospective students:

- FdSc Business and Enterprise
- BSc (Hons) International Business Management
- BSc (Hons) Agri-Food Business Management
- BSc (Hons) Rural Entrepreneurship and Enterprise
- BSc (Hons) Business Management (Top-up)
- MSc Business Management
- MBA Innovation in Sustainable Food and Agriculture

In addition, the following research degrees are offered:

- MSc Research Degree Programme
- PhD Research Degree Programme

All of our undergraduate students undertake a work placement as part of their programme, which allows them to gain valuable experience and see how what they are learning is used in practice. All of our honours degrees have dual accreditation from the Chartered Management Institute (CMI). Academic staff are also expected to teach periodically at our partner universities in China.

The School provides a range of Knowledge Exchange activities through a menu of CPD courses and corporate training, consultancy and through local and international networks. Academics engage in research delivering papers at relevant conferences both nationally and internationally. Research activity within the School is currently around farmland pricing models, rural business leadership, animal trading patterns, agricultural entrepreneurship skills, food labeling and rural tourism.

The School runs a university wide multi award-winning Enterprise and Entrepreneurship Programme, which has supported many students in starting their own successful businesses. The programme offers First Steps Funding to help students test their business idea and provides help and guidance at all levels of business start-up. The quality and success of the programme is illustrated by the following:

- Enterprising Learning provider of the year 2019
- Guardian University Awards; Runner up in 2016 and Finalist in 2018 in the Entrepreneurship Category
- Duke of York Award for University Entrepreneurship; Finalist 2016 and 2017
- Finalist National Association of College and University Entrepreneurs; Student Entrepreneur of the Year 2016
- Business Innovation of the Year winner 2016 (Cirencester Business Awards)

- RAU Green Impact Award – Winner 2016 in both the Innovation category (for EEP inclusion of sustainability for start-ups and Community Engagement) and entrant into the national competition representing the RAU.
- Winner Cirencester Business Awards; Business Innovation 2016

The University recently become a centre of excellence for enterprise and entrepreneurship education through the Institute of Enterprise and Entrepreneurs (IOEE), one of only six in the UK.



The Role

Job title: Lecturer/Senior Lecturer in Business Strategy

Department: School of Business and Entrepreneurship

Responsible to: Head of School

Location: Cirencester (staff should also be willing to teach on our China programme)

Salary: Grade 8/9 - £33,797 – £49,553 DOE

Term: Permanent, Full-time

Responsibility for: Teaching, research and scholarship in Business Strategy

The Purpose

- The main purpose of the role is to develop teaching and research across a range of subject areas relating to Business Strategy as applied to the agriculture, food and land-based sectors, such as small business planning, rural business development and international corporate strategy in the agri-food sectors. This expertise will have ideally been acquired through academic practice and experience in industry.

- Appointees are expected to teach across our undergraduate and postgraduate courses. You will contribute to the management, administration and coordination of parts of the teaching programme and its development. As a member of Academic Board you will have an opportunity to help shape and deliver change as the University develops the strategic plan and develop a revised curriculum that focuses on the student experience and employability.
- You will be expected to engage in the research and scholarship required to maintain and develop their knowledge of the sector and to contribute towards its future development.
- Appointees for this position are expected to develop a programme of research that compliments the teaching and research activities of the RAU. This will include preparing grant applications to secure external funding, establish collaborations both within and outside the RAU, act as postgraduate supervisor, publish research articles in peer-reviewed journals of international standing and actively disseminate findings to ensure maximum impact.
- You will possess an excellent understanding of the subject area gained from relevant academic and / or professional experience. You will have a proven ability to communicate this knowledge to others, in large and small groups. You will have a well-developed empathy for students, a wish to develop the student experience, through both face-to-face and online teaching. You will have a teaching qualification (for Senior Lecturer) or willingness to obtain one. In addition those seeking appointment to Senior Lecturer will have experience in programme management and teaching in the Higher Education Sector.
- The successful candidate to the role of Senior Lecturer will have an established research track record with a recognised contribution to the discipline. Those applying to role of Lecturer will have demonstrated research skills and a clear realistic plan to develop a research profile.
- In addition to your research and scholarship, there are opportunities to engage in consultancy and/or to support our professional development programmes.



Key Responsibilities

1. TEACHING AND ASSESSMENT

- Deliver teaching through lectures, tutorials, seminars, field excursions, practical exercises and other modes of delivery to undergraduate and postgraduate students.
- Developing the School's teaching programmes in the area of business strategy to ensure they are cutting edge and embrace the latest innovations in teaching and learning.
- Design, deliver and mark a range of assessments, as required by programme specifications.
- Supervise undergraduate and postgraduate student dissertations.
- Create student awareness of current professional practice through visits, case studies and visiting speakers.
- Provide academic and pastoral support for students (all staff have personal tutor responsibilities).
- Contribute to the generation and delivery of professional development courses
- Engage in the continual updating of knowledge and understanding in your teaching skills. It is a requirement to undertake a Postgraduate in Academic Practice (PGCAP or equivalent), if not already held.

2. RESEARCH, KNOWLEDGE EXCHANGE AND SCHOLARSHIP

- Develop a programme of research within a suitable research area
- Prepare grant applications to secure external funding
- Establish appropriate collaborations both within and outside the RAU
- Act as primary or secondary supervisor of postgraduate students
- Publish research articles in peer-reviewed journals of international standing
- Actively disseminate research findings to ensure maximum impact
- Follow RAU policies and practices including data protection and management, health and safety and ethical approval.
- Engage in the continual updating of knowledge and understanding in your field or specialism.

3. ADMINISTRATION

- Manage modules, programmes and other functions.
- Attendance at academic board, programme meetings, School meetings, examiners meetings and other management meetings arising from assigned responsibilities.
- Assist with the careers service to students and employers.
- Be part of the School recruitment team.
- Participate in the corporate life of the RAU as deemed relevant by the Head of School.
- Contribute to the development of the wider University's new curriculum and academic agenda.

Person Specification

Requirements The post holder must be able to demonstrate:	Essential (E) or Desirable (D)	
	Lecturer	Senior Lecturer
Teaching:		
Able to engage the interest and enthusiasm of students and inspire them to develop as independent learners	E	E
Teaching / HEA qualification	D	E
Experience of undergraduate and / or post graduate teaching	D	E
Experience of design and quality control of modules, course programmes / specifications and innovative assessment methods	D	E
Research, Knowledge Exchange & Scholarship :		
PhD or equivalent post-graduate qualification in a relevant subject area	D	E
Experience of the externally-funded project process (bidding, securing, managing and completing projects)	D	E
Publication in peer-reviewed outlets of international standing	D	E
Postgraduate research supervision and examination	D	E
Engagement and Membership of relevant professional body	D	E
Consultancy or professional practice interests that are relevant to RAU teaching and research activities	D	D
Management of research and consultancy teams to deliver high quality and timely outputs	D	E

Collaboration and interdisciplinary working, with researchers, consultants, funders and other partners	D	E
Leadership, management and communication:		
Develop initiative, creativity and judgement in applying appropriate approaches to teaching and learning, support and research activities	E	E
Excellent interpersonal, verbal and written communication skills	E	E
Ability to self-motivate and to motivate others	E	E
Experience of managing people	D	D
Skills:		
Ability to use IT packages including Excel, Word, Access and PowerPoint	E	E
Experience of research software such as Genstat, SPSS, R, Endnote, STATA, NVivo and the like	D	D
Ability to respond to pedagogical and practical challenges, notably with the use of technological pedagogic approaches	D	E
Able to travel and work away when required (nationally and internationally)	E	E



General Terms and Conditions of Employment

- This post is a full-time appointment, offered on a permanent basis. It will be remunerated on the single pay spine, at Grade 8/9 - £33,797 – £49,553 DOE. 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 twelve months' probation and 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 (for a full time position, otherwise pro rata) 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

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

- A University [Academic Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – Please attach your up to date CV to add additional information
- A covering letter explaining your interest and motivation for applying, along with how your experience and qualifications suit you for the role
- Details for three professional or academic 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:** 4th June 2020 with **Interviews on:** 22nd June 2020.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

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](#).

