

## Job Description

Job Title:	Head of External Relations and Engagement.
Faculty/Department:	Hull York Medical School
Reporting to:	The Chief Operating Officer
Duration:	Continuing
Job Family:	Administration
Pay Band:	9
Benchmark Profile:	Manager (Administration) Band 9
DBS Disclosure requirement:	N/A
Vacancy Reference:	HY0029

## Details Specific to the Post

### Background and Context

Working in partnership with the relevant support functions at the Universities of Hull and York, and as a member of the senior management team in HYMS, the post holder will lead the development of the school's External Relations, Communications and Marketing Strategy. He/she will provide senior leadership across all areas of external relations, internal communications, PR, alumni relations, student recruitment, widening participation, marketing, partnership development, patient public involvement, and international engagement.

As a member of the HYMS Management Board, the post holder will contribute to the implementation and delivery of the school's vision through the orchestration of high impact external facing activity as well as delivering excellent and efficient support services to the School's staff, students and stakeholders.

By its nature as a partnership across the Universities of Hull and York and the NHS, the post holder will be responsible for close and effective working with the Universities to maximise the impact and effectiveness of the of the School's external relations activities.

### Specific Duties and Responsibilities of the post

#### Leadership and strategy development

- Develop the School's external relations, marketing and communications strategies and associated implementation plans
- Lead the development of close and effective relationships with the relevant central support functions at the Universities of Hull and York, wherever possible seeking to align the School's activities with those of the Universities
- Develop the identity and brand of the School and establish its positioning with multiple strategic partners and stakeholders
- Identify new opportunities for external engagement, partnership working and collaboration
- Promote integrated and co-ordinated external relations activities responsive to changing internal and external drivers
- Serve as a member of the HYMS Management Board, advising the Board, the Dean and the Chief Operating Officer on all aspects of internal and external communications and partnerships

- Develop, monitor and report on metrics to assess the overall effectiveness of the School's external relations strategy
- Keep abreast of developments in the field of higher education, health services and both national and international policies relevant to medical education and research and key changes within funding and partner organisations.

#### **Operational and line management**

- Manage the School's communications, alumni, widening participation and student recruitment and admissions staff, to enable the efficient and effective delivery of services within agreed budgets
- Develop and implement evaluation methods and reporting mechanisms to ensure appropriate monitoring of relevant activities in order to assess whether agreed objectives are being met
- Maximise effectiveness, efficiency and impact by working with the Universities of Hull and York and the NHS, to share resources and best practice as appropriate
- Manage the School's external relations budget as agreed by the HYMS Management Board.

#### **Marketing, profile raising and public relations**

- Co-ordinate and lead the delivery of all marketing activities across the school taking into account those of both the universities of York and Hull and external stakeholder needs
- Work with the Associate Deans for Research, Academic Centres and academic staff to raise the profile of the School's research activities, advise on dissemination and influence research funders and policy makers
- Lead the promotion of the school's reputation through media relations
- Lead the development and promotion of the School's publications and publicity materials
- Lead the development of the use of internet communications, in particular the HYMS website and social media liaising as appropriate with the School's technical team.
- Oversee the organisation and promotion of the School's programme of events
- Liaise with central support functions at the Universities of Hull and York and external agencies, acting as a first point of contact for the School's marketing where appropriate
- Work with the Development Departments at the Universities of Hull and York to support agreed fundraising and stewardship activities

#### **Student recruitment and admissions and widening participation**

- Working with HYMS's academic staff, stimulate and improve student recruitment, in particular international and postgraduate student recruitment.
- Deliver an effective and efficient undergraduate, postgraduate and short-course admissions process for the School and its applicants, working as appropriate with the admissions functions of the Universities
- Co-ordinate the School's widening participation activities to encourage the most able but least likely to study at the School, liaising with University of Hull and York widening participation teams to maximise alignment with their programmes and activities.

#### **Partnership development**

- Support the work of senior staff in building relationships with local, regional and international partners, funders, regulatory bodies and policy makers
- Explore and establish sector networks at the Universities of Hull and York, NHS partners, other medical schools, funding and regulatory agencies and other external parties

- Develop the School's approach to public engagement and involvement in its activities.

### **Alumni relations**

- Develop the School's alumni relations activities to raise the School's profile and provide professional networking for its undergraduate and postgraduate alumni
- Engage alumni with the academic life of HYMS through events, communications and developing ambassadorial role

### **GENERIC JOB DESCRIPTION**

The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities and the balance between the elements in the role may change or vary over time depending on the specific needs at a specific point in time or due to changing needs in the department. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.

### **Overall Purpose of the Role**

- The role holder:
  - Will be a professional specialist with high-level expertise and will have a considerable degree of independent professional responsibility and discretion, working to broad parameters and policy guidance.
  - Will have responsibility for adapting or changing the service to ensure the appropriateness of, and the quality of the work and contribute to setting overall standards for the service across a function or area of the institution.
  - Will influence decisions and developments within the University and contribute to setting overall standards across the University, Faculty or Department.
  - Has responsibility for the operational planning and organisation of projects, an area of work, and/or teams. Sets performance standards and establishes monitoring procedures to keep track of progress and provide input to longer term planning.
  - Applies creativity to devise varied solutions to problems where there is a mass of information or diverse, partial and conflicting data.

### **Main Work Activities**

#### **Communication**

- Advise SMT and other Senior University managers on the activity of a range of student/department/faculty issues in order to inform the development and implementation of future strategy.
- Advise Academic and Administrative senior management on specialist issues
- Monitor and report, as appropriate, on the delivery of core business against agreed targets to:
  - Identify where remedial action is required where performance does not meet agreed targets.
  - Review plans to take account of the need to adapt to changing circumstances.

#### **Teamwork**

- Management responsibility for a service/function/department: is required to manage the relationship between teams and ensure they interact effectively to achieve the common purpose of the institution.

#### **Liaison and Networking**

- Ensure the development of effective ongoing relationships with University staff to align existing activity with the strategic direction of the department/faculty.
- Develop, manage and maintain productive strategic relationships and networks with senior representatives in a broad range of private and public sector partners to assist the continuing development, reputation and effectiveness of the University.
- Represent the University at a senior level at regional and national meetings, conferences and events relating to this area of activity.
- Be an active member of emerging networks.

### **Service Delivery**

- Responsible for the overall service of the area which includes:
  - Setting standards to meet customer expectations.
  - Monitor standards and levels of service.
  - Obtain feedback and use research to inform developments and ensure quality.
  - Take appropriate action on the impact of external factors.

### **Planning and Organisation**

- Lead the development, implementation and delivery of the University's strategy.
- Plan, co-ordinate and be responsible for the delivery of projects and to play a key role in future strategic development for the continued development of the area.
- Develop and implement policies and procedures.

### **Analysis/Reporting**

- Ensure robust management, monitoring and financial systems are in place.
- Analyse data to provide timely and accurate information, forecast and advice to Senior Managers to inform business plans that are set in the context of University strategy and policies.

### **Additionally the post holder will be required to:**

- Fulfil the employees' duties described in the University's health and safety policies and co-operate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden
- Fulfil the managers' responsibilities as described in the University's health and safety policies. These duties include responsibility for ensuring that suitable and sufficient risk assessments are in place for activities within your area of control and for ensuring appropriate health and safety training is in place.
- Support staff to demonstrate their commitment to equality, diversity and anti-discriminatory behaviour. This role includes making time available for staff to undertake mandatory equality and diversity training
- Raise awareness amongst staff and support staff to fulfil their responsibilities to comply with University regulations, policies and procedures

## COMPETENCY SPECIFICATION

To fulfil your role, you will need certain knowledge, skills and competencies. The following competency specification provides a framework within which your performance will be assessed. The interview assessment may include, for example, testing on IT skills.

**The Competencies set out below are essential and are core requirements** needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

Competency	Identified by
<b>Knowledge and Experience</b> Is a professional with proven experience in a specialised area of work.  Knowledge of current issues in national higher education  Experience in marketing, communications and partnerships.  A relevant degree or equivalent qualification and/or experience.  Experience of developing long term collaborative links between different groups at national and international level and leading and influencing networks.  Has substantial management experience including staff and budget management and the ability to plan, implement and monitor long term strategies for marketing development with significant impact. .  Can demonstrate the ability to effectively manage health and safety issues across a range of functions within the job specification. Takes personal responsibility for leading by example and ensures that a robust framework of risk management policies and procedures are in place to protect both individual members of staff and University liabilities.  Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development.	<b>Application/Interview</b>      <b>Application/Interview</b>     <b>Application/Interview</b>
<b>Communication (Oral and Written)</b> Can demonstrate the ability to summarise complex ideas or information which may be highly detailed, technical or specialist.	<b>Application/Interview</b>
<b>Teamwork and Motivation</b> Develops objectives in ways that enable team members to contribute and identify with collective objectives. Finds ways for individuals to achieve their objectives and development plans without compromising the team's priorities.	<b>Application/Interview</b>
<b>Liaison and Networking</b> Can demonstrate the ability to actively seek to build productive and enduring relationships between internal and/or external bodies to benefit the University.	<b>Application/Interview</b>

**Service Delivery**

Can demonstrate the ability to set standards sufficiently high to meet customer expectations. Monitors standards and levels of service, obtains feedback and uses research to inform developments and ensure quality. Is aware of external factors that may impact on services and takes appropriate action to minimise potential damage.

**Application/Interview****Decision Making**

Can demonstrate the ability to consider the wider impact of decisions, assesses possible outcomes and their likelihood. Uses judgement to make decisions with limited or ambiguous data and takes into account multiple factors. Distinguishes between the need to make a decision, when to defer and when not to take a decision.

**Application/Interview****Planning and Organisation**

Can demonstrate the ability to identify future demands and opportunities and develop longer term plans. Co-ordinates the work of others to improve performance and use of resources. Involves other areas appropriately and co-ordinates effort and resources so standards, performance and shared objectives are achieved.

**Application/Interview****Initiative and Problem Solving**

Can demonstrate the ability to initiate processes and procedures to resolve new problems. Anticipates possible implementation difficulties and identifies practical ways of overcoming or preventing them. Takes account of others and the broader context when generating options.

**Application/Interview****Analysis/Reporting**

Can demonstrate the ability to design and use data gathering and analytical methods appropriate for each investigation. Recognises and accurately interprets patterns and trends. Recognises when additional data is required and identifies appropriate sources. Produces reports and identifies key issues and findings.

**Application/Interview**