Job Title: Head of Commercialisation
Faculty/School/Department: Enterprise
Grade: MA4
Responsible to: Assistant Director Enterprise
Responsible for: Commercialisation Officers, IP Manager

Job Purpose
The Head of Commercialisation will lead a team to deliver against the Birmingham City University commercialisation strategy targets. These will be delivered, primarily, through Birmingham City University Enterprise Limited, the primary exploitation vehicle for commercial enterprise activity. This role will focus on driving enterprise activity such as intellectual property, consultancy, continuing professional development (CPD) and commercial courses, commercial bidding and tendering and commercial income from the diverse range of assets within the University to deliver University and Faculty targets for Enterprise income generation.

Main activities and responsibilities
- To support the delivery of BCU’s Commercialisation strategy
- To implement the commercialisation process in support of income generation from consultancy, CPD and other BCU assets as identified.
- Design and develop process and monitoring arrangements to ensure the robust management of enterprise opportunities to improve innovation and exploitation outcomes from the University’s research base.
- Provide expert advice on commercialisation and exploitation to University colleagues including academic staff, Business Development Managers, Associate Deans, and Directors.
- In agreement with the Assistant Director Enterprise, create and implement engagement plans to grow income to agreed target user markets and appropriate local networks and groups.
- Acting as a mentor, providing motivational leadership and promoting positive behaviours and attitudes towards commercial activities among staff and students throughout the University.
- To drive sustainable income streams in support of the commercial activity identified.
- Work closely with colleagues within both the Research and Enterprise areas and Employability teams and across the whole of the University in support of diversified commercial income.
- Working with the IP Manager, ensure that all commercial activity identifies IP at the appropriate time and that the University’s IP and know-how are adequately valued and protected in line with the IP Policy.
- Work with Faculty Financial, Compliance and Research and Innovation Gateway staff to ensure correct procedures are followed, including financial planning, milestones, and payments are recorded.
- Help inform, guide and advise staff across the University with regard to the commercialisation journey and successful outcomes.
- Represent the team and participate in working groups, committees and other meetings across the University.
- Organise and where appropriate deliver training in relation to the specific areas of responsibility.
- Ensure that Commercialisation targets are met or exceeded.
- Develop and promote a culture in which IP can be generated and developed such that academics and academic related staff and students seek to identify, disclose, develop and deliver new IP related opportunities.
- Lead the commercialisation team in negotiations and/or support University staff in negotiations with third parties which will form the basis of commercial opportunities such as collaboration deals, consultancy and CPD.
- Ensure that enterprise bid and contract processes and procedures identify IP at the appropriate time and that the University’s IP and know-how are adequately valued and protected in line with IP policy.
- Work with Delivery and Compliance and Faculty Financial staff to ensure correct enterprise bid and contract procedures are followed, including financial planning, milestones and output recording.
- Keep abreast of enterprise markets and best practice in developing and supporting enterprise opportunities.
- Deliver staff development and training to support enterprise awareness coaching and supporting academics and other staff across the University in required aspects of related enterprise activity.
- Keep abreast of and seek to influence emerging policies in Europe, UK, the West Midlands and in Birmingham to ensure that the University can continue to contribute effectively to the innovation agenda with particular focus on IP, spinouts and enterprise legal structures to support enterprise activity.
- Create and support the development of links with national agencies that will support Faculties in improving exploitation opportunities, securing funding and external links.
- Lead, establish and maintain external relationships with client groups and external agencies relevant to enterprise.

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<th><strong>Additional Key Requirements:</strong></th>
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<td><strong>Managing People and Resources</strong></td>
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<td>- Lead and Manage the Commercialisation team.</td>
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<td>- Monitor and manage budgets as required by the Assistant Director Enterprise and ensure resources are properly deployed to support enterprise activity.</td>
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<td>- Drive the monitor and updating of databases and systems by the Commercialisation Team.</td>
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<td>- To maintain the highest levels of security and confidentiality, and ensure the integrity of all data, systems and networks with which the post holder is involved.</td>
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<td><strong>Communication</strong></td>
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<td>- Communicate complex and detailed information in a way that is persuasive where necessary and easily understood by both the internal and external markets.</td>
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<td>- Be routinely involved in complex and important negotiations internally and with external bodies, particularly in relation to enterprise opportunities.</td>
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<td><strong>Teamwork and collaborative working</strong></td>
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<td>- Lead teams within areas of responsibility and act to resolve conflicts within and between teams.</td>
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| - Work closely with colleagues across Faculties and with colleagues in central professional services to ensure that Commercialisation deliver an outstanding service, proactive and responsive to the needs of customer groups and is efficient, effective,
equitable and fair; maintaining and enhancing the University’s reputation for quality and to deliver successful commercial income generation.

- Work closely with external stakeholders such as funders and external consultants to deliver the enterprise strategies for the University.

### Initiative, problem solving and decision making
- Provide advice on strategic issues affecting administration, innovation, enterprise and commercial issues within Faculties.
- Identify and drive forward opportunities to improve efficiency and effectiveness of innovation, enterprise, administrative and support functions.
- Resolve problems affecting the delivery of innovation, enterprise, administrative and support functions within the University.
- Influence wider Faculty and University decisions through participation in relevant working groups and committees and consultations.

### Work environment
- Be aware of the risks in the work environment and their potential impact on their own work and that of others. Ensure that appropriate risk management processes are operational within own areas of responsibility.

### Person Specification
- A good first degree, and postgraduate qualifications in business such as an MBA or similar recognised qualifications or equivalent experience.
- Demonstrable experience of innovation in business and/or knowledge transfer activity.
- Experience of engaging and utilising business networks for mutual benefit
- Experience of commercial negotiations and legal aspects of enterprise.
- Significant experience of Intellectual Property (IP) identification, protection and exploitation and pricing experience.
- Significant experience of IP, partnerships, knowledge transfer and commercialisation.
- Substantial experience of successful negotiation often through technical experts / academics.
- Excellent knowledge and understanding of the commercial enterprise journey.
- Experience of managing a team
- Experience of managing budgets
- Experience of tendering and bidding for commercial opportunities
- Highly developed written and oral communication skills including the ability to write business cases, strategy / policy documents and deliver presentations to a wide range of audiences.
- Excellent interpersonal skills with the ability to lead, negotiate, persuade and influence.
- A high degree of self-motivation and self-managing work style, with the ability to set goals and work independently.
- Experience of providing a highly professional client service and management.
- Experience of the design and delivery of appropriate training.
- Strong IT skills

### Able to demonstrate
- Understanding of Higher Education and the relevant impact on enterprise.
- Good understanding of project management issues such as financial control and compliance.
- Working with others to develop innovative ideas.
- Business case and planning experience and successful Bid-writing experience

**Special requirements**

Ability to undertake duties at different premises, including any University campus in required. Additional travel may be required from time to time in order to attend meetings, conferences and events. There may be a requirement to work outside of standard office hours. The post holder will be responsible for delivering a range of work in support of University projects. The project portfolio may be subject to change in accordance with University needs.

**Expectations of all staff**

**Professional standards**
We expect all staff employed by Birmingham City University to be aware of and to maintain high standards of personal and professional conduct and demonstrate the BCU Values in how they work. Our Values are Think Differently, Create Opportunity and Build Community.

**Equal Opportunities**
At Birmingham City University we are proud to be an equal opportunities employer. All staff are expected to understand and enact the University's commitment to ensuring equality, diversity and inclusion in our employment practice and in all that we do. This commitment is enshrined in our Core Values and is detailed in our Equality, Diversity and Inclusion in Employment Policy. The University values and celebrates the diversity of our staff and students; we welcome people from the many different backgrounds and life experiences that reflect the students and the citizens we serve. We are committed to equality of opportunity for all staff and actively encourage unique contributions, in particular from under-represented groups in respect of age, disability, sex, gender or gender identity, ethnicity, race, religion or belief, sexual orientation or transgender status.

**Dignity at work**
Every member of staff has a responsibility to ensure colleagues are treated with dignity and respect. The University is committed to creating a work environment for all staff that is free from harassment, intimidation and any other forms of bullying at work, where everyone is treated with dignity, respect and professional courtesy.

**Health and safety**
The arrangements for meeting the University's health and safety objectives are contained in the Birmingham City University Health and Safety Policy. This includes the responsibilities of key staff and procedures covering the main activities of the University. All staff are expected to take reasonable care of themselves and those that may be affected by their actions.

**Dress code**
The University does not operate a formal dress code for its employees, other than for those who are provided with uniform and/or protective clothing. However, employees must ensure that their dress is professional, reasonably smart and appropriate for the situation
in which they are working. All staff should ensure that they present a professional image and one that reflects sensitivity to customer perceptions. This may reflect their ethnicity and lifestyle, but should not be provocative or cause offence to those with whom they have contact.

**Citizenship**

All staff are expected to adhere to good citizenship, being generous with help and support to others, collaborating with colleagues and working for the benefit of the University as a whole. In particular working to provide a positive student experience and achieving excellence in all the University’s activities.

| This job description indicates the expectations of staff at this level. Job descriptions are not exhaustive and you may be required to undertake other duties of a similar level and responsibility. | |