

Director of Growth, Engagement and Enterprise

School / Department:	Growth, Engagement and Enterprise	Grade:	L
New appointees to Birmingham City University will ordinarily be appointed at the entry point of the appropriate grade			
Pension classification:			Other
Responsible to:	Vice-Chancellor	Responsible for:	Growth, Engagement and Enterprise Directorate

Job Purpose

The postholder will lead Birmingham City University's (BCU) directorate of Growth, Engagement and Enterprise with the goals of:

- Develop, own and deliver the University's growth into new markets as part of an income diversification programme.
- Lead on strategic bodies and alliances in industry, enterprise, the public sector and community, such as the Knowledge Quarter, West Midlands Combined Authority, University Alliances, City Partnership Board, and the West Midlands Growth Company.
- Strategically position the university to maximise its impact in the local region (and beyond)
- Strategically position STEAMhouse, its products and services, its innovation activities and access to the skills and knowledge of our academic community and students as the centre for powering prosperity and growth in the city and region
- Identifying and embedding employers as curriculum and extra-curricular partners to fuel BCU's practice based learning and improve student employability as measured by the Graduate Outcomes survey
- Identifying enterprise, industry, public sector and community partners/customers for staff and student enterprise/community engagement that drives BCU's ambitions to Create Knowledge for Good and Powering Prosperity in its Strategy 2030
- Provide support for student and external entrepreneurs
- Growing income through externally funding opportunities and STEAMhouse products and services that drives BCU's ranking in KEF
- Developing a growing apprenticeship offering
- Securing BCU in the top five universities for Knowledge Transfer Partnerships

The postholder will lead and provide strategic and operational direction for the teams in the directorate to achieve these ambitions. The postholder will also partner closely with the students, academic schools and other professional services.

Main Activities and Responsibilities

1. Develop, own and deliver the University's growth into new markets as part of an income diversification programme.
2. Build and hold high-value relationships with employers, businesses, regional government (e.g. mayoral office, combined authority), cultural and civic institutions, and other universities, converting them into sustained institutional benefit.
3. Act as a credible, visible ambassador for the University with regional, national and international stakeholders and media. Develop sectoral expertise within the team that delivers the university as a partner of choice for business, industry, public sector and community
4. Establish STEAMhouse, its products and services, its innovation activities and access to the skills and knowledge of our academic community and students as the centre for powering prosperity and growth in the city and region
5. Develop and deliver a strategy for the directorate that reflects institutional strengths and sector priorities, with emphasis on student employability, the impact of staff and student knowledge and enterprise on the region and beyond through academic and student partnerships, the incubation of student and external entrepreneurs, and the generation of income from external funding and STEAMhouse products, services and occupancy.
6. Build partnerships with employers at scale such that all teaching and learning at BCU has employers embedded in the curriculum and assessments have an element of an employer partnered live brief.
7. Create synergies with industry, enterprise, public sector and community partners to deliver both student employability and impact from the university's research and student and staff enterprise activities on the region's prosperity and communities.
8. Lead a team of innovation and business development professionals, providing strategic direction and line management to support delivery across academic schools (including KTPs) and from apprenticeships, incubation/entrepreneurship, consultancy, STEAMhouse products and CPD.
9. Grow income from external funding, products and services that drives BCU's position in the KEF.
10. Work in partnership with academic leadership, including PVC Education, STEAM Hub Directors, Research Centre Directors and other Professional Service Departments to deliver student employability and enterprise/community projects and a top five position in KTPs.
11. Support the embedding of employability and industrial engagement across the curriculum and in extra curriculum activities in partnership with education leads.
12. Collaborate with colleagues across external engagement, research, enterprise, education, and planning to align business development with institutional priorities.
13. Deliver other activities and outcomes as defined by the Vice Chancellor.

Person Specification

Essential Criteria	Application Form / Support Statement / Interview
1. Experience leading an enterprise and engagement function in a large, complex organisation.	Application Form / Support Statement / Interview
2. Expertise in relationship development and stakeholder engagement, with a strong track record of securing internal and external strategic partnerships and income.	Application Form / Support Statement / Interview

3. Experience managing senior teams and delivering results through others.	Application Form / Support Statement / Interview
4. Strong understanding of the UK industrial landscape and experience working in or with key sectors in delivering innovation services.	Application Form / Support Statement / Interview
5. Experience in delivering or supporting growth in areas such as business incubation and innovation services.	Application Form / Support Statement / Interview
6. Skills in strategic planning and target setting, with a focus on measurable outcomes and impact.	Application Form / Support Statement / Interview
7. Ability to work collaboratively with academic and professional service leaders to translate strategic ambitions into partnership activity.	Application Form / Support Statement / Interview
8. Strong communication, influencing and negotiation skills, with credibility across both academic and industry settings.	Interview
Desirable Criteria	
9. Experience of working in or with the higher education sector.	Application Form / Support Statement
10. Understanding of the policy context for skills, innovation and economic growth.	Application Form / Support Statement
11. Experience of leading institutional engagement with employers across multiple levels and disciplines.	Application Form / Support Statement

- Application Form – assessed against the application form. Normally used to evaluate factual evidence e.g. award of a qualification. Will be assessed as part of the shortlisting process.
- Cover Letter & CV - applicants are asked to provide a statement to demonstrate how they meet the criteria, and may reference their CV. The response will be assessed as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation and discussion, or teaching session etc.