

JOB DESCRIPTION

Job Title: Simulation Commercialisation Lead

Grade: SG8

Department: Faculty Operations

Responsible to: Head of Faculty Technical Learning and Support; dotted line to Associate Head of School (Health) for Research and Knowledge Exchange.

Responsible for: no direct reports at initial appointment.

Key Contacts: The role will principally work with the Head of Faculty Technical Learning and Support and the Associate Head of School (Health) for Research and Knowledge Exchange, as well as colleagues in the Faculty of Education Health and Human Sciences (FEHHS) Professional Services and Greenwich Research and Innovation, as well as a variety of external partners.

Standard Occupational Classification (SoC code):

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

The Faculty of Education, Health and Human Sciences is unique in the breadth and strength of professional education and training that we deliver. We train and educate over twenty different professions and our long-standing reputation is evidenced in positive student feedback and the excellent commendations we receive from health, education, and social care accreditation bodies.

The School of Health Sciences provides high-quality education to a range of undergraduate and post graduate programmes that lead to registration in nursing, midwifery, health visiting/school nursing, paramedic science, speech and language therapy, ODPs and Physiotherapy. The University of Greenwich has made a significant investment in the Greenwich Learning and Simulation Centre (GLASC) and more recently The CCU (Critical Care Unit) on our Avery Hill and Medway Campuses to provide a cutting-edge simulated practise learning environment.

The Simulation Commercialisation Lead role will support the Faculty's ambitions to grow collaborative and commercial activity between our world-leading simulation facilities and expertise and a variety of external partners. This is a new role to support the team to:

- 1) Scope, develop and progress the variety of opportunities currently emerging.
- 2) Scope the sector and understand future potential opportunities.
- 3) Develop a commercial costing model.
- 4) Build a business plan to leverage future opportunity.

The outcome will enable the growth of, and investment in, simulation related activities over the coming years.

The Simulation Commercialisation Lead will:

- Lead on the management and organisation of commercialisation activities for simulation, speaking with partners to scope and evaluate current opportunities including their benefits to the University and feasibility in line with our strategic ambitions.
- Lead on developing relevant projects.
- Gather competitive intelligence and market insight to direct focus and inform decisions.
- Lead on the development of a business plan for future investment in the commercialisation growth of the facility.
- Lead on the development of a commercial model for future partnerships.
- Lead on shaping and developing marketing support for simulation.
- Identify relevant funding opportunities for the simulation.

KEY ACCOUNTABILITIES

Team Specific:

- Manage, organise and progress scoping conversations with potential external partners.
- Lead commercial conversations.
- Search for funding opportunities.
- Conduct market research in the external environment.
- Develop commercial costing models (in close collaboration with Faculty and Greenwich Research and Innovation (GRI)).
- Develop database of relevant contacts.
- Develop business plan for future growth.
- Develop marketing plan (in close collaboration with Marketing and External Relations (MER)).

Generic:

- To work on own initiative and able to manage several projects at once.
- Contribute as an active member of the University, respecting the work of other University members, building colleagues' morale and motivation, and upholding the values of the University.
- Contribute to Faculty plans, activities, and efficient working practices.

Managing Self:

- Keep abreast of developments within the field and seek continuous improvement of own professional practice.
- Actively participate in established professional development framework activities.
- Behave in a manner which reflects the University's values and creates a positive environment for work and study.
- Take responsibility for, and demonstrate a commitment to, own personal development within the post. Identify development needs through regular appraisals, including formal courses within the University and on-the-job training.
- Contribution to achievement of University and Faculty Strategic Plan objectives and KPIs.
- Any other duties as may reasonably be required consistent with the grade of the post.

Core Requirements:

- Commitment to the key strategic priorities of the Faculty and University.
- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager, or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the project work is completed.

KEY PERFORMANCE INDICATORS:

- Sustained growth rate in income related to the Simulation facility.
- A developed commercial model for future opportunities.
- A business plan to aid focus in development of opportunities.
- Growth in Knowledge Exchange and opportunity for impact related to the Simulation facility.

KEY RELATIONSHIPS (Internal & External):**Internal**

- Technical team staff.
- Faculty Academic Staff.
- Faculty Professional Services Staff.
- GRI Staff.
- Partnerships hub.

External

- Private external organisations.
- Funding bodies.
- NHS.

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- The successful applicant will have experience of driving commercial activity within a Higher Education environment.
- Good knowledge of commercialisation (including pricing).
- Good knowledge of public funders of research and knowledge exchange (e.g., UKRI Research Councils, NIHR, Wellcome, Innovate UK) funding programmes & policies.
- Demonstrated experience of successful business development.
- Experience of Liaising with funders, private and public.
- Experience of developing business plans.

Desirable Criteria

- Experience of managing partners / customers.
- Experience of working with academic staff.
- Experience of market research for commercial activity.

SKILLS:

Essential Criteria

- Excellent stakeholder management skills: comfortable liaising with various internal and external stakeholders to drive commercial projects forwards.
- Excellent negotiation skills.
- Excellent and persuasive presentational skills (oral and written).
- Self-motivated, managing complex and varied workload with minimum supervision.
- Excellent project and time management skills, delivering to strict deadlines and under pressure.
- Ability to analyse, interpret and communicate complex documentation and guidance and write reports for both internal and external audiences.
- Excellent IT skills and understanding of commonly used software packages.
- A methodical approach, with an aptitude for accuracy, numeracy and attention to detail.
- Excellent organisational skills and the ability to work on several projects simultaneously.
- Always projects a positive and professional image.

Desirable Criteria

- PRINCE2 qualification.

QUALIFICATIONS:**Essential Criteria**

- Educated to degree level or equivalent experience.

Desirable Criteria

- None

PERSONAL ATTRIBUTES:**Essential Criteria**

- We are looking for people who can help us deliver the values of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- None