



University of Greenwich

Director of
Communications
and Recruitment



UNIVERSITY of
GREENWICH

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Great things about the University of Greenwich

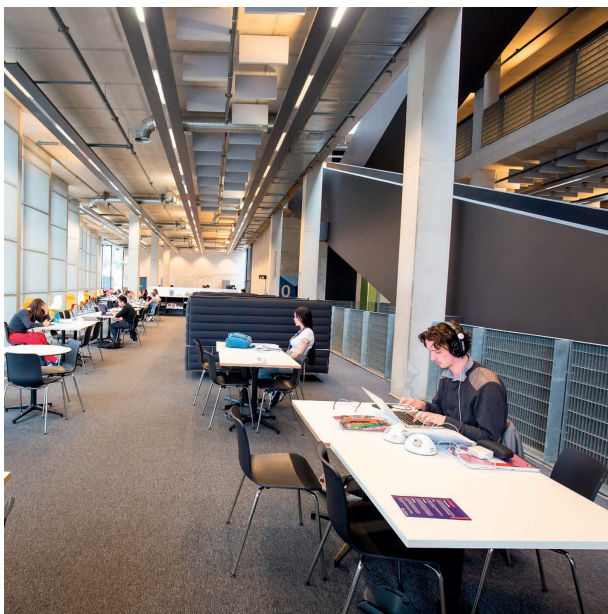
- We have more than 125 years of experience providing quality education.
- We have won four Queen's Anniversary Prizes for Higher and Further Education, including the 2015 prize for our outstanding work on the cassava crop in Africa.
- Our Greenwich Campus is based on a UNESCO World Heritage Site, and we are custodian of 16 listed buildings of special architectural or historic interest.
- 90% of our students are in employment or further study six months after graduation.
- We have won nine Times Higher Education awards, including Most Innovative Teacher and Outstanding Contribution to Innovation and Technology.
- 96% of current and former students would recommend the university (Uni Compare Awards for Student Experience 2017–18).
- Nobel Prize winner Professor Charles Kao, pioneer of fibre optics, was educated here.
- Our Teaching Excellence Framework silver rating indicates that we provide our students with engaging, personalised teaching that encourages their commitment to learning and study.
- Our academic staff includes recipients of the prestigious National Teaching Fellowship, which recognises and rewards individual excellence in teaching in higher education.
- Ofsted has given us its 'Outstanding' rating for the quality of our training in primary education.
- For two out of the last three years, the British Journal of Midwifery's Student Midwife of the Year has come from the University of Greenwich.
- The university has two Guardian University Awards for Research Impact. Guardian University Awards showcase world-class teaching, research, leadership and engagement within the higher education sector.
- Life-saving research carried out by the university includes projects to reduce loss of life during fire evacuations and to develop a trap for a malaria-carrying species of mosquito.
- Our alumni excel in every walk of life. They range from lawyer Shabina Begum, a campaigner for the empowerment and protection of women, to compositor Guy Penwill, a member of a double Oscar-winning special effects team. Our annual Greenwich Portraits exhibition recognises some of our most outstanding alumni.
- We are proud of the diversity of our international student body and our engagement in transnational education. In 2017–18, we had nearly 16,000 students studying overseas in ca.36 partnerships across 22 countries. Our UK-based students come from more than 160 countries, and in 2017–18 19% were domiciled from outside the UK. In 2018, we established the University of Greenwich International College in partnership with Oxford International, an embedded college located on our Greenwich Campus which offers an exciting range of undergraduate and postgraduate courses for international students leading to progression to the university.
- We've a 1st class environment rating from the People & Planet University League for our environmental and ethical performance.
- We're in Stonewall's Top 100 Employers 2018, indicating that we are one of the UK's most LGBT-friendly workplaces.
- Our Greenwich Campus has a high profile. It has appeared in more than 80 film and TV productions, including Skyfall, Kingsman: The Golden Circle and Cinderella.
- The university is well positioned for attracting students. QS Best Student Cities ranks London as the world's most student-friendly city in its 2018 edition.
- Improvements in our student experience include Dreadnought Building, a £25 million conversion which brings together all student-facing services on the campus in one place for the first time; Medway Student Hub, a new on-campus entertainment and social space; and our award-winning Stockwell Street Building, which houses the campus library.



Dreadnought Building



Medway Student Hub



Stockwell Street Building

University income 2017–18

	(£'000)
Tuition fees and education contracts	139,353
Funding body grants	19,873
Research grants and contracts	13,639
Other income	27,954
Investment income	455
Donations and endowments	261
Total income	201,535

Our students 2017–18

	Total
Total studying in the UK	18,805
Students studying wholly overseas	15,604
Total students	34,409

UK-based students

Level of study	% of total
Undergraduate	78%
Postgraduate	22%

Mode of study	% of total
Full-time	74%
Part-time	26%

Age group	% of total
Under 21	35%
21–24	30%
25–29	12%
30–39	12%
Over 39	11%

Gender	% of total
Male	41%
Female	59%

Domicile region	% of total
UK	81%
EU	8%
Overseas	11%

Ethnicity	% of total
BME	49%
White	49%
Not given	2%

Our staff 2017–18

Staff	Total
Academic and research	1,013
Administrative and technical support	1,167
Premises	33
Technical	19
Total	2,232

Our teaching

Our graduates go out into the world with strong knowledge of their subject, an ability to apply that knowledge in practice and a determination and resilience to succeed.

Our teaching focuses on employability, ensuring students gain the skills and understanding they need to launch successful careers or take their profession to the next level. Students use industry-standard equipment on campus and gain further hands-on experience through relevant work placements.

The leading professional bodies accredit many of our courses, and this also boosts students' careers.

Much of our teaching is informed by research, and many of our tutors are leading experts in their fields. This means that teaching is illuminated by real-life examples that engage and inspire our students.

We've had many acknowledgements of the quality of our teaching. We were proud to receive a silver rating in the Teaching

Excellence Framework, and Ofsted has rated our primary education training as 'outstanding'.

We've seen the percentage of students receiving a good honours degree (a First or a 2.1) rise from 63% in 2012–13 to 76% in 2017–18, and 90% of our graduates are in work or further study within six months of completing their course.

We continue to invest in new and existing staff to ensure that they are highly qualified and effective educators. Staff members frequently win national teaching awards, including HEA National Teaching Fellowships, which recognise excellence in higher education teaching.

We have long had an international outlook. This is reflected in the large number of international students that join us each year and the topics they study and research. Many of our students study in their own countries through our international partners.



Throughout my time at Greenwich, the lecturers have been amazingly dedicated, providing us with a high level of education and support. My personal tutor in particular is always available to support me with any of my concerns.

Loretta Tanor

Childhood and youth studies student

Staff gave me a lot of help and advice, including mock interviews, which really helped ... and I have a placement lined up next year.

Josh Watkins

Business management student

Studying biology at the University of Greenwich has been one of the best experiences that I've had. I'm in both labs and lectures; it's so varied, which I find very appealing. I've learned so much and I want to apply my knowledge to help people first-hand as a GP.

Sophie Hygate

Biology student

The strong focus on employment opportunities really gave me the chance to make an informed decision on what area of law really suited me.

Natalie Schroeder

Law student

The course content was relevant to industry and up to date with technology and software tools. It equipped students with the necessary skills and knowledge for the current market.

Bobby Manoo

Computing student

My course leader was a fingerprint expert. Having a person like that teaching me, someone who trained forensic scientists in the Metropolitan Police, was just amazing.

Martin Sanchez Horna

Forensic genetics student

I didn't know the university would be such a friendly, relaxed place and so geared towards teaching. The lecturers aren't doing it just as a job. They're doing it as a passion.

Paul Wolfe

Primary education student

Greenwich was my first choice as it had a reputation for high-quality teaching with research, as well as diverse statutory, voluntary and private-sector placement opportunities. From the moment I embarked on

the course, I have not been disappointed.

Mikhail Mohammed

Social work student

I like all the practical work we do. I'm not sure I'd have been able to ask so many questions or work so closely with lab assistants at another university. All the group work and lab practicals are helping me discover more about myself.

Rafiq Hamas

Mechanical engineering student

The staff have plenty of time for their students and genuinely love their subjects, which is reflected in their teaching.

Megan Rowlands

History student



Our research

For more than a century, our research has brought solutions to governments, charities, industry and other partners, both in the UK and overseas. Our contribution has been particularly important in fields such as computer modelling, fire safety, health care, pharmaceuticals and sustainable development.

In 2017–18, we had over £20 million in external research and enterprise revenue and 10,000+ article citations. Our research has brought us a series of national awards, including our fourth Queen's Anniversary Prize for Higher and Further Education in 2015.

Our vibrant research and enterprise culture informs our teaching, benefits the community and society, and enriches the creativity and innovation of our staff. We nurture emerging research talent through a growing network of postgraduate and early career researchers.

The university is currently preparing for REF2021, the latest research assessment exercise for determining the quality of research in UK higher education institutions. Staff have submitted more than 1,400 research outputs for REF2021 preparation assessments. Of these, about 900 are deemed to be of



3*/4* quality (research that is internationally excellent or world leading).

Examples of our research

- A breakthrough made by our Natural Resources Institute (NRI) was named as one of the ten most important discoveries to be made in a UK university over the past 60 years. A Universities UK poll of academics recognised NRI's work in controlling the tsetse fly in Africa, which is helping to combat the fatal disease sleeping sickness.
- A university research project is exploring how smart technology can encourage people to discover and engage with Europe's shared cultural heritage.
- Researchers are developing a new approach to teaching children with dyslexia, using 3D gaming to aid reading by increasing pupil engagement. This research builds on work that has shown

that 3D environments can be effective in areas relating to autism, managing learning difficulties and cognitive impairments.

- The Fire Safety Engineering Group, led by Professor Ed Galea, has won Guardian Research and Times Higher awards for its work on evacuation signage.
- Dr Jennifer Guest, senior lecturer in forensic science, is adapting a medical training device to recreate distinctive bloodstain patterns from arterial injuries. This could provide a greater understanding of blood behaviour and become an important tool for solving crime.
- Research carried out by NRI and the Produce Quality Centre suggests that an edible coating for fruit and vegetables could be an environmentally friendly alternative to traditional plastic packaging. Early research suggests that coating may improve product quality and increase shelf life by delaying the ripening process.
- Experts are looking into the destruction and disease caused by rats in Africa. They can destroy field crops, eat and contaminate stored food and spread serious diseases. They can even cause house and farm fires by nibbling through electrical cables.
- The Faculty of Education & Health has joined forces with the Metropolitan Police to explore the rise in criminal gangs in London who are sending young people into small market and coastal towns to sell drugs.
- The 'Cost of the Diet' method and software have been designed by University of Greenwich experts to understand how poverty affects food choices. The aim is to inform programme design and open up debate in the fields of nutrition, food security, livelihoods and social protection.
- Carbon8 Systems, a University of Greenwich spin-out company, is using innovative green technology to help reduce greenhouse gas emissions. The process locks carbon dioxide into industrial waste to create carbon-negative materials for building projects.



Our faculties

Faculty of Liberal Arts & Sciences

The Faculty of Liberal Arts & Sciences covers a broad range of disciplines, including architecture, landscape and the built environment; computer science, mathematics and games and digital media; humanities and social sciences; law and criminology; and media and creative arts.

The historic Greenwich Campus and its proximity to London's galleries, museums and theatres are a major draw for our students, including those studying literature, history and creative writing.

Among our impressive facilities are industry-ready computer labs and video and film-making studios. The 100-seat Bathway Theatre in south-east London provides a venue for our drama students to put their learning into practice.

Many of the faculty's courses are accredited by the relevant professional bodies, ensuring that students graduate with the skills and knowledge required by their chosen professions.

Business School

The Business School has an international focus that fits perfectly with today's global economy. It offers dynamic courses that combine academic learning with hands-on experience, preparing students for successful business careers and leadership roles.

A major benefit of studying at the Business School is its location. Greenwich Campus is within easy reach of Canary Wharf, one of the world's key financial districts and a major provider of business internships, work experience and placements.

Students choose from a wide variety of courses, including MBAs and research degrees. Subjects include accountancy and finance, business studies, economics, financial services, international marketing and personnel management. The school works with employers to develop courses that are accredited by the relevant professional bodies.



Faculty of Education & Health

For more than 100 years, the Faculty of Education & Health has provided high-quality education in a wide range of careers.

Many of our students go on to become teachers, nurses, midwives, paramedics, social workers, psychologists and public health professionals, or find other rewarding careers that also bring real benefits to society.

We focus on giving students the skills they need to start or grow their careers and meet the requirements of the relevant professional bodies.

Our teaching and research facilities are excellent, from clinical skill laboratories that replicate NHS wards to innovative facilities for learning to teach PE, design technology, music and science. Our tutors are active in research and leading authorities in their fields.

Faculty of Engineering & Science

From its base on the university's Medway Campus, the Faculty of Engineering & Science provides students with research-informed teaching supported by industry-standard labs and IT facilities.

The faculty has a strong background in research, with its academic disciplines of engineering, science and pharmacy delivering life-saving innovations in the UK and around the globe.

The faculty includes the Natural Resources Institute, a multidisciplinary organisation that provides award-winning research in areas such as food, agriculture and the environment.

Students study a wide range of subjects, from cybernetics and electrical and electronic engineering to pharmaceutical, chemical and environmental sciences. Leading professional bodies accredit over half of the faculty's courses.



About the university

Our rich past

The university takes its name from the Royal Borough of Greenwich in London. Greenwich has a long and rich history which forms the backdrop and inspiration for today's university. Many of the buildings on the Greenwich Campus were designed at the end of the 17th century by Sir Christopher Wren, one of Britain's greatest architects, and the work overseen by Nicholas Hawksmoor and Sir John Vanbrugh, both towering figures in their field.

Our commission of a contemporary building, the £76 million Stockwell Street development, continues this tradition of innovative architecture within the Maritime Greenwich World Heritage Site.

Altogether, the university is custodian of 16 listed buildings, including the grand former Royal Naval Barracks at Chatham Maritime, now home to the Medway Campus, and Sir Colonel North's elegant listed Winter Garden at Avery Hill.

Our mission, our values and our strategy

We are proud of our achievements as an educational institution which provides opportunities for people of potential, regardless of background, and which enhances society through research and enterprise. This pride is coupled with a commitment to excellence in all that we do.

Greenwich's mission is *Transforming lives through inspiring teaching and research*. This is founded on our core values of ambition, creativity, determination, excellence and inclusivity.

Reflecting our mission, our Strategic Plan sets the following objectives for the period 2017–2022. We will transform lives by:

- Changing student lives through outstanding teaching and learning;
- Enhancing science and society through inspiring research and enterprise;

- Delivering a high-quality university experience through engaging campus environments and services;
- Supporting and developing our staff so that they can reach their full potential and maximise their contribution;
- Enhancing student employability to optimise prospects for graduate employment and further study;
- Internationalising Greenwich so that we take our place in a global society; and
- Embedding our values in all that we do.

We have made great strides in these areas, including a 'Silver' award in the Teaching Excellence and Student Outcomes Framework (TEF), improvements in the proportion of students graduating with good honours degrees, growth in our research and enterprise income and the quality of our research outputs, rising levels of graduate employment (90% of our graduates begin work or further study within six months of completing their course), and an investment of more than £150 million since 2013 in laboratories, teaching spaces and student facilities, including a new Student Hub at Medway Campus and the Dreadnought Building at Greenwich Campus.

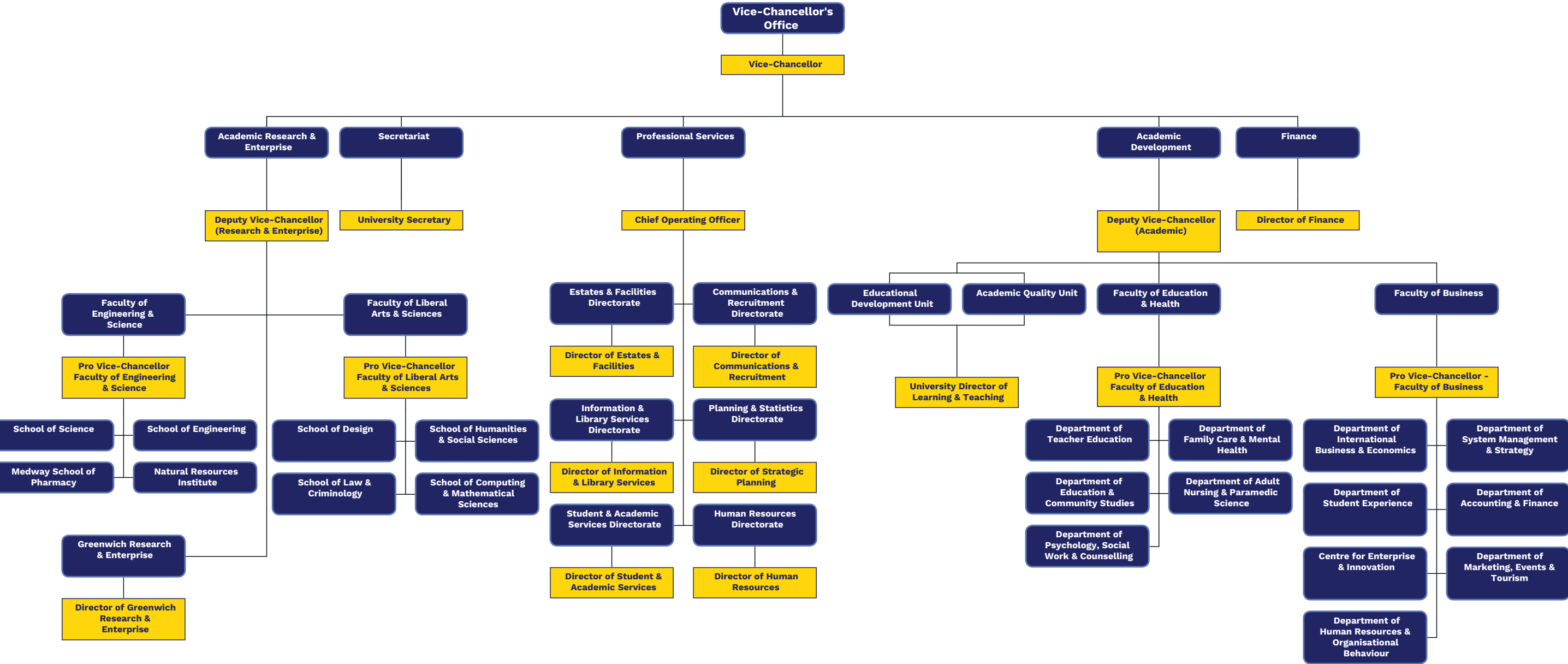
We will know if we have succeeded in 2022 if:

- There is significant improvement in the quality of our teaching and learning, indicated by raising the current TEF 'Silver' rating to 'Gold';
- A major increase in our research outcomes has been demonstrated by at least 150 full-time equivalent staff achieving world-leading/international quality (3*/4* level) outputs in the Research Excellence Framework 2020/21 (it was 84 in the last REF in 2014);
- The performance of our support services in meeting the needs of our students and staff has improved as measured by three quarters of staff being engaged with our mission, and national student satisfaction being above the TEF benchmarks.

The new Vice-Chancellor will evolve our strategy and objectives, building on our achievements, to ensure that Greenwich responds to the changing environment while remaining true to our mission and values.



Our structure



The chart above does not reflect interim arrangements in 2018–19. To support the achievement of the university's objectives in 2018–19 and to facilitate the transition between the current and future Vice-Chancellors, the role of Interim Provost has been created, linked to delivering the objectives in our Strategic Plan and ensuring we retain momentum for the NSS, TEF and REF. In particular, the Provost leads on admissions, student recruitment and the overall student experience, and oversees the internal allocation of resources within agreed budgets. The role of Interim Provost is being undertaken by Professor Karen Bryan, Deputy Vice-Chancellor (Academic), from 7 November 2018 until 31 May 2019. Professor Javier Bonet, Deputy Vice-Chancellor (Research & Enterprise), will then act as Interim Provost from 1 June 2019 to 31 December 2019. The Interim Chief Operating Officer and the Director of Human Resources report to the Interim Provost.

Our campuses

Greenwich Campus

The university's largest campus is at the heart of a UNESCO World Heritage Site and centres on three magnificent 17th-century buildings design by Sir Christopher Wren.

The campus is often recognised for its stunning setting. It features in Times Higher Education's 10 Most Beautiful Campuses in the UK and appears regularly as a backdrop on film and TV.

The past few years have seen major developments on the campus. In 2018, the university completed a £25 million conversion of the Dreadnought Building. This former library is now a central hub for students, with café, gym and facilities for the Students' Union. The building also provides a range of flexible, multi-purpose teaching spaces, as well as specialist teaching facilities for the Faculty of Education & Health.

Our library facilities are now in our Stockwell Street Building. The building's contemporary design and imaginative use of space, which includes 14 roof gardens, have received many plaudits since it opened in 2014, including a RIBA London Award.

The campus is home to the Faculty of Liberal Arts & Sciences and the Business School. Two departments in the Faculty of Education & Health (Psychology, Social Work & Counselling and Education & Community Studies) are also based here. The campus's location, just across the river from Canary Wharf, is a major selling point for many of our students.

We offer a range of accommodation in and around Greenwich town centre, including halls set aside for postgraduate and mature students.

Avery Hill Campus

Avery Hill Campus combines the convenience of living in London with a relaxing atmosphere and attractive green spaces.

Although the campus is on the edge of 86 acres of parkland, it's just a short walk from Eltham High Street with its shops, restaurants

and cafés. Central London is only 30 minutes away by train.

Avery Hill is home to three departments in the Faculty of Education & Health, so student nurses, midwives, paramedics and teachers are well represented among the residents of our on-campus halls. These form part of an area known as the Student Village, which also features the Dome, a social space with a café and gym.

As well as plenty of classroom space, academic facilities include clinical skills labs. These resemble NHS wards and provide health students with realistic training in a safe environment.

The campus is a focus for university sport, and facilities include football and rugby pitches and netball courts. A £1.7 million investment in floodlit all-weather sports pitches means that matches can be played on campus. This is a rarity for London universities, where academic and sporting facilities can be far apart.

Medway Campus

Medway Campus is located in Chatham Maritime, Kent, about 30 miles from central London. A former naval base, the campus is close to the River Medway and Chatham's Historic Dockyard.

The majority of students on campus study engineering or science degrees, but Medway also provides health courses in subjects such as nursing and paramedic science.

Medway School of Pharmacy, a partnership between the Universities of Greenwich and Kent, opened in 2004 to address the shortage of pharmacists in south-east England. The Natural Resources Institute attracts students from across the world and is a leader in food, agricultural and environmental research.

Facilities include an extensive library, gym, tennis courts and sports hall. The Deep End, a £5 million student centre with café and bar, is a focal point for social activities on campus.

Five halls of residence enable students to get from their accommodation and into lectures in only a few minutes. An inter-campus bus service links Medway with the university's other campuses.



The role of Director of Communications and Recruitment

Grade:

Senior Manager

Department:

Communications and Recruitment Directorate

Role Reports to:

Chief Operating Officer

Purpose of the Role:

The Director of Communications and Recruitment will be responsible for developing the marketing and student recruitment strategy and ensuring delivery of the University's recruitment plans, along with directing the institutions internal and external communications strategies. The Director also manages a team responsible for alumni engagement with a remit for encouraging alumni to support our current students through philanthropy giving either financially or through the provision of resources. The Director also oversees the Transnational Education provision of 35 international partnerships in terms of contract negotiation and co-ordination of operational support.

The University of Greenwich has a broad portfolio spread across four faculties and three campuses. There are over 14,000 campus-based students, and a similar number of students studying with overseas partners. The institution also pursues world leading research in a range of subject areas, engaging with a wide number of stakeholders all over the world. As a result, the role requires an international outlook, and the ability to confidently lead across a broad remit.

A key responsibility of this role is to ensure that the University approaches marketing, communications and recruitment in a

coordinated manner, maximising brand value and engaging staff and students in support of the organisation's vision and values.

Key Accountabilities

Team Specific:

- To provide visible and accountable leadership for the functions within the Directorate and to allocate responsibilities and objectives for the senior management team allowing them to work as an integrated team and maximise their performance targets
- To constantly review and challenge the University's recruitment plans and performance, maximising fee income whilst ensuring the institution's offer meets student demand.
- To have overall financial responsibility for the Directorate's budgets and business plans and delivery against agreed targets within the framework established by the Chief Operating Officer.
- To demonstrate commitment in leadership to the institution's values and to an excellent student experience.
- To work with the University's senior leadership to define and articulate the strategic vision of the University and to ensure that this is marketed and communicated consistently
- To ensure that the Directorate's teams work collaboratively and proactively with other parts of the University and that users of the services can give feedback in order to improve the quality and effectiveness of service provision
- To provide leadership for those in key communications and marketing roles outside of the Directorate to ensure that the links between the two are as effective as possible

- To develop the University's alumni services, growing engagement and interaction with this community on an international basis.
- To work in partnership with other professional service Directors to support delivery of high quality, seamless services for both students and staff.

Generic:

- To bring innovation and ambition in the development of quality and progressive practices to enhance the University's reputation and capability whilst ensuring return on investment
- To lead and manage the effective delivery of change through a collaborative process, building strong relationships with senior stakeholders and taking account of their needs
- To comply with University approved policies, guidelines and standard operating procedures, and to implement these in an efficient and professional way.

Core Requirements:

- 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.

Additional Requirements:

Undertake any other duties as requested by the Chief Operating Officer

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 Directorate delivers the required level of service.

Key Performance Indicators:

Annual student recruitment targets

Internal and external engagement measures

Key Relationships (Internal & External):

University senior leadership
(VC, DVCs, PVCs)

Professional services Directors

Overseas partnerships

Person Specification:

Essential

Experience

- Outstanding track record of senior leadership and management of multiple teams within a large and complex organisation
- Broad experience of digital marketing and sales in a UK and international context
- Brand management experience in a global market
- Proven ability to deliver consistently against financial targets in a commercial environment
- Demonstrable experience of having delivered significant change and improvement and managing corporate expectations through this process
- Resilience demonstrated by the capacity to deliver high quality outcomes under pressure but in a collegiate and inclusive manner
- Strategic awareness of the Higher Education sector and national trends and innovations.
- Proven ability to develop and maintain good working relationships both internal and external stakeholders
- Outstanding track record of working internationally
- Proven track record of managing senior level relationships

Skills

- Excellent influencing and negotiating skills with multiple audiences
- Strong financial skills and ability to manage budgets and resources
- Excellent leadership and management skills
- Outstanding communications skills both written and oral in a range of contexts

Qualifications

Degree or equivalent

Personal attributes

- We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity
- A strong sense of personal ambition and drive and a positive attitude to delivering excellent service delivery for the academic enterprise and the student experience as well as the corporate professional services
- A commitment to demonstrating personal accountability and corporate responsibility

Desirable

Experience

- Marketing experience with youth brands particularly in the 16-25 age range
- Experience of developing websites to improve organic search performance
- Experience of working in international markets in an educational context
- Proven track record of securing significant levels of philanthropic support

Skills

- Effective skills in utilising Customer Relationship Management systems to target core markets

Qualifications

Post Graduate qualification or appropriate Management qualification

This is a description of the job as it is presently constituted. It is normal practice to review job descriptions periodically to ensure that they are relevant to the job currently being performed, and to incorporate any changes which have occurred or are being proposed. The review process is carried out jointly by manager and employee and you are therefore expected to participate fully in such discussions. In all cases, it is our aim to reach agreement to reasonable changes, but where it is not possible to reach agreement we reserve the right to make reasonable changes to your job description as may be commensurate with your grade after consultation with you.

The University of Greenwich is an equal opportunity employer. Personnel are chosen on the basis of ability without regard to any Equalities Act 2010 protected characteristics.



How to apply

An executive search exercise is being undertaken by Perrett Laver in parallel with the public advertisement of the post. We aim to be an equal opportunity organisation and welcome applications from all sections of the community.

Applications should consist of a full CV and covering letter addressing the criteria presented in the role description and person specification. Completed applications should be uploaded at: **<https://candidates.perrettlaver.com/vacancies/>**, quoting reference **4053**.

The deadline for applications is 11.59pm (GMT) on 28th March 2019.

The interview process will take place on the 11th and 12th April 2019 at the University's Old Royal Naval College campus in Greenwich.

