

## OUR REWARD PRACTICES/ JOB DESCRIPTION:

### Interim Deputy Vice-Chancellor (Academic Strategy, Planning & Performance)

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<b>Generic role title:</b>	DVC - Academic Strategy, Planning & Performance
<b>Job family:</b>	Administration, Professional & Managerial
<b>Reference number:</b>	O4S19005
<b>Grade:</b>	Senior Management
<b>Salary Scale:</b>	Competitive, based on the Managerial and Professorial pay scale
<b>Contract:</b>	Fixed term Full time
<b>Division/Directorate:</b>	Office of the Vice-Chancellor
<b>Location:</b>	University of Kent, Canterbury campus
<b>Line manager:</b>	Vice-Chancellor & President
<b>Areas of responsibility:</b>	Strategy, Planning, Performance & Implementation unit; Marketing, Recruitment & Admissions unit; Directors of Divisions

#### Context

The University of Kent is a leading UK institution with an excellent reputation for outstanding teaching, strong research and international links. With many new initiatives underway to build on existing strengths, such as the Signature Research Themes, the Institute for Cultural and Creative Industries and the Kent and Medway Medical School. The University is continuing to look to the future whilst responding to sector-wide challenges.

To enable it to further its position and to navigate these challenges successfully, Kent has set out a vision and strategy that builds upon strong foundations in education, student experience and research, embracing flexibility and growth to ensure a sustainable future for our community.

As part of this, the Vice-Chancellor is reshaping the senior leadership team to ensure that it is effective and efficient and focused sharply on delivering the University's ambition to be a leading civic university, delivering an outstanding student experience and outcomes and world-leading research.



It is in the context of these exciting changes that the University has revised the portfolio of the Deputy Vice-Chancellor (Academic Strategy, Planning & Performance).

## Job purpose

The Deputy Vice-Chancellor (Academic Strategy, Planning and Performance) will provide leadership on, and implement structural frameworks for, a broad range of institutional planning and horizon scanning activities, ensuring that Kent is well-placed to respond to sectoral changes and provide an outstanding student-centred experience. They will develop frameworks to support the delivery of academic and research excellence in our new larger strategic academic Divisions.

The DVC (ASP&P) will work alongside the rest of the University Executive Group and the Vice-Chancellor to develop and implement effective strategies to support the Divisions in their educational and research activities. Supported by their senior team (including the Directors of Divisions) they will be responsible for ensuring the University is able to maintain and develop its innovative and collegiate culture, and improve upon existing strengths in research, knowledge exchange, teaching and student experience assessment exercises.

## Key accountabilities

This section details the main accountabilities (or responsibilities) of the job, together with a selection of indicative duties. Other duties, commensurate with the grading of the post, may also be assigned from time to time.

<b>1.</b>	<b>Strategy and planning</b>
1.1	Provide and implement strategy on the development of organisational projects across research, teaching and student experience.
1.2	Implement frameworks for continuous monitoring of performance against planned objectives, reviewing operational and strategic plans to ensure the alignment with Kent 2025's priorities.
1.3	Monitor and respond to the external policy landscape in order to best position Kent in terms of its academic offering, student recruitment, and resource allocation.
1.4	Work with the Strategy & Planning leadership team to assess strategic options and initiatives through analysis of market and performance data and develop projects accordingly.
1.5	Implement and lead a programme of work to determine the size and shape of the University over the next five years, with a special focus on the expansion of the offer in science, engineering, medicine and creative, cultural and digital programmes.
<b>2.</b>	<b>Academic leadership</b>
2.1	Ensure the continued monitoring and improvement of academic performance in academic Divisions, to maintain Kent's competitive offering.
2.2	Alongside the Deputy Vice-Chancellor (Research and Innovation) and Deputy Vice-Chancellor (Education and Student Experience), provide long-term strategic frameworks for improvement in research, knowledge exchange, teaching and student experience assessment exercises.

2.3	Work closely with the Directors of Divisions to provide a student-centred educational experience.
2.4	Facilitate project management and the implementation of frameworks for the delivery of strategic change projects.
<b>3.</b>	<b>Marketing, Recruitment &amp; Admissions</b>
3.1	Develop and deliver a coordinated approach to marketing and events, including international student recruitment fairs, social media, and corporate events.
3.2	Utilise key partnerships and geographies, both nationally and internationally, to grow student recruitment in and beyond London and the South East, and increase the proportion of international students.
3.3	Take ultimate accountability for the student recruitment and intake strategy.
3.4	Support the Marketing, Recruitment & Admissions unit in ensuring student applications are reviewed and processed in a timely manner, and deliver an effective clearing process.
3.5	Facilitate outreach and access activities such as Scholarships, Student Ambassadors, Academy sponsorship, and the School and Partner College programme.
3.6	Ensure that admissions related activities comply with the relevant statutory and regulatory environment, and that both applicants and staff receive timely and up to date advice.
<b>4.</b>	<b>Management</b>
4.1	Line manage the Directors of Divisions, and other direct reports.
4.2	KPI monitoring and reporting.

### Internal & external relationships

This section indicates with whom the job holder comes into contact and liaises/ communicates with on a regular basis, and for what purpose.

**Internal:** Executive Group, Professional Service Directors, heads of sections in professional services areas, Directors of Divisions, Graduate & Researcher College, relevant University committees, boards and groups, Senate and Council, staff, students.

The DVC (ASP&P) is a member of the University Executive Group.

**External:** Potential students, parents, alumni, professional and accreditation bodies, other universities and research partners, government bodies and departments, media and press, local and regional partners, funding bodies and councils.

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

The DVC (ASP&P) will be a collaborative and engaging leader. They should be an eminent academic in their field with significant experience in research management and have an understanding of sectoral challenges around student recruitment and admissions. It is further expected that they will be an excellent communicator who is able to speak across functions and act consultatively, whilst thinking strategically to enable Kent to be agile when responding to policy developments.

They will be able to demonstrate the following skills, experience, abilities and personal interests:

- An academic with significant teaching and research experience;
- Demonstrated effectiveness as a member of a high-performance leadership team in the formulation, development and implementation of critical business strategies;
- Significant experience managing large budgets, resources and teams, and sustainable planning for the future;
- Extensive prior experience in research and research management in university or research organisations;
- A proven track record of leading and delivering change, with the ability to influence and engage colleagues across the University;
- The ability to work across both academic and professional services functions, to coordinate and deliver upon strategic objectives;
- Successful delivery of a results-driven approach in line with wider University strategy;
- An understanding of the policy landscape in higher education, including student recruitment both nationally and internationally;
- Ability to develop and present sound business cases, proposals and reports at Executive or Board level;
- Outstanding communication and interpersonal skills, with the ability to work co-operatively and constructively with colleagues, and enable them to have a significant contribution to the success of the University;
- Commitment to the University's vision and values, with a passion for a transformative student experience and the civic university mission.