

Vice-President (External Engagement)

UCL



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# HEADLINES

<b>Title:</b>	Vice-President (External Engagement)
<b>Reporting to:</b>	<a href="#">President &amp; Provost</a>
<b>Department:</b>	Vice-President External Engagement
<b>Location:</b>	Bloomsbury Campus, London
<b>Website:</b>	<a href="http://www.ucl.ac.uk">www.ucl.ac.uk</a>
<b>Further reading:</b>	UCL's <a href="#">vision, aims and values</a> UCL's 20 year strategy - <a href="#">UCL 2034</a> UCL's <a href="#">founding principles</a> UCL's ground-breaking developments <a href="#">Made at UCL</a>



# ABOUT UCL

Founded in 1826 in the heart of London, UCL is one of the world's leading multi-disciplinary universities.

We operate in a global context and are committed to excellence, innovation, and the promotion of global understanding in all our activities: research, teaching, learning, enterprise, and community engagement.

UCL is taking on some of the biggest challenges of our time and making vital contributions to the public good. Our strategic goals, key statistics, and history are set out in UCL 2034, UCL's strategy is based on the following principal themes:

- **Academic leadership** grounded in intellectual excellence
- A global leader in the **integration of research and education**, underpinning an inspirational student experience
- **Addressing global challenges** through our disciplinary excellence and distinctive cross-disciplinary approach
- An **accessible, publicly engaged** organisation that fosters a lifelong community
- **London's Global University**: in London, of London and for London
- **Delivering global impact** through a network of innovative international activities, collaborations, and partnerships.

We pride ourselves on  
our academic excellence.

**30** Nobel laureates

**1st** in UK for research strength

**11** academic faculties

**440** undergraduate programmes

**43,800** students

**150+** nationalities represented  
by student body

**14,300** employees

**675** postgraduate programmes

# ABOUT UCL

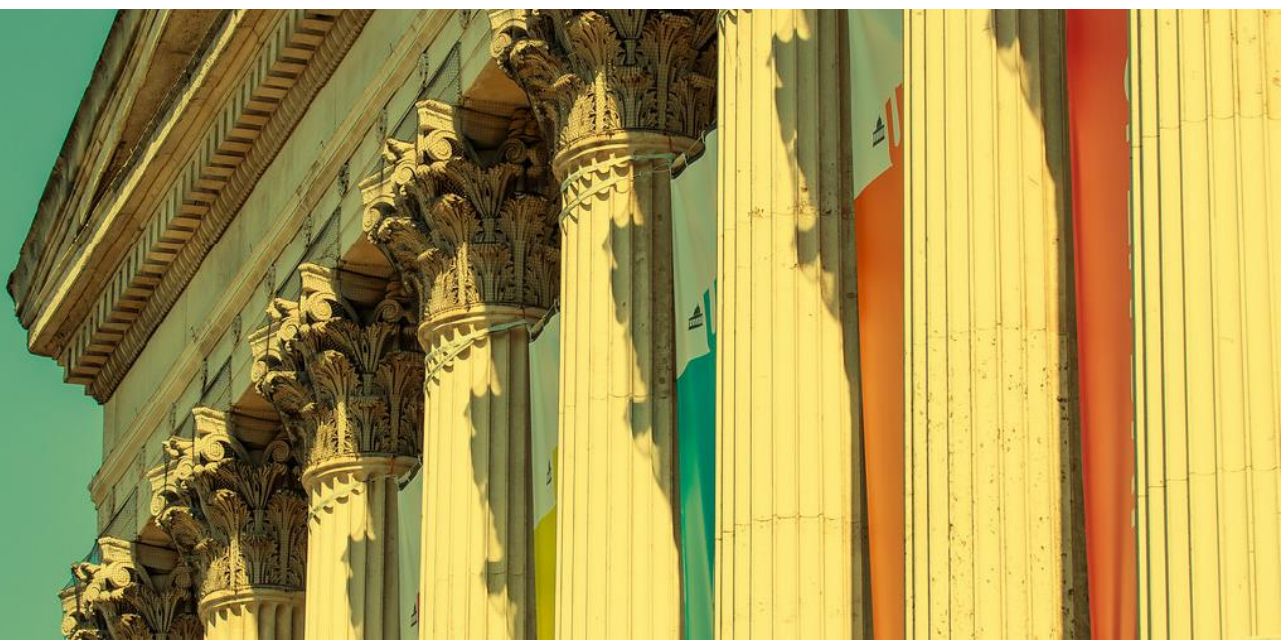
A world-leading university in a global city is a powerful and inspiring combination. UCL reflects London's strengths, and we make significant contributions to London's impact on the UK, Europe and globally.

The founding principles of academic excellence and research aimed at addressing real-world problems continue to inform our ethos to this day.

Our central location in the capital offers close interaction with Bloomsbury's cultural and intellectual vibrancy, Westminster and Whitehall, the City and our world-class hospital partners.

For almost two centuries, our staff, students and alumni have endeavoured to shape the modern world. Their achievements include:

- Advances in communications such as the invention of the thermionic valve, making modern electronics possible, the development of the telephone and wireless telegraphy and the establishment of the first transatlantic computer network connection, the precursor of the internet.
- Biomedical breakthroughs such as the identification of hormones and vitamins, the first antiseptic treatment of wounds and understanding of the physiology of nerve cells and their synaptic connections.
- The identification of the structure of DNA, the basis of the human genome project.
- Discovery of the inert gases, including neon, which resulted in the first of 30 Nobel Prizes so far earned by people who are, or were, UCL students or academics.



# CONTEXT

UCL's external engagement capacity has historically been devolved across multiple areas. With the arrival of Dr Michael Spence, President & Provost, and following our experience of concentrated national engagement and impact through covid, we are seeking to develop our ability to engage with external stakeholders, and to channel our exceptional breadth of academic and research expertise into the public debate.

We also wish to grow our ability to co-ordinate and augment the influence that our star academics are already having over the development of national and international policy, and to create the conditions that allow us to invest in the pipeline of influencers for the future.

The external engagement function will bring together our communications, media relations, public affairs, events and stakeholder management functions to build the team that can leverage UCL's influence on the London, national and international stages. Collectively, the team will work to 'tell UCL's story' and to leverage the networks and partnerships that will enable the university to maximise the impact of our world-leading research and amplify the voices of our most compelling and thoughtful theorists and scholars.



# ABOUT THE ROLE

This is an exciting opportunity for an experienced professional with substantial experience of engagement at the highest levels of academia, government, industry, cultural agencies and / or media to establish, consolidate and grow the new external engagement function at UCL, building on the foundations laid by Professor Dame Hazel Genn.

The Vice-President (External Engagement) (EE) will work closely with Dr Michael Spence, as President & Provost, and with the other seven members of the Vice-Provost and Vice-President team (across their portfolios of Research, Innovation & Enterprise; Education & Student Experience; Health, and Advancement), to deliver an integrated and comprehensive set of externally facing and externally engaged functions at UCL.

In partnership with the President & Provost, the Vice-President(External Engagement) will develop and drive many of UCL's most important strategic relationships, leading the teams with the professional expertise that will support specialist engagement by departments, faculties and Vice-Provost and Vice-President offices.

**We are amongst  
the best in the world.**

- 8th in the world
- 4th in Europe
- 4th in the UK

Position	University
1	MIT
2	Oxford
=3	Cambridge
=3	Stanford
5	Harvard
6	Caltech
7	Imperial College London
=8	<b>UCL</b>
=8	ETH Zurich
10	Chicago

# ABOUT THE ROLE

UCL is a highly devolved institution, and the VP (EE) will establish and lead on a matrix model for collaboration, underpinned by the work of a communications and professional support division that can facilitate new engagement, enhance the impact of existing networks and contribute meaningfully to developing UCL's capacity to engage effectively with external audiences and raise its national and international profile. This will require strong and productive relationships with the universities' academic and professional services communities – as well as with Deans, Directors of Operations and Professional Services leads, with the President & Provost's office, and with Council.

UCL is London's Global University, and one of the priorities of our Provost, Dr Michael Spence, is to ensure that we build our presence in the capital and as a resource for those who are working to consolidate London's reputation as one of the world's greatest cities. The Vice-President (External Engagement) will work closely with the Pro -Provost (London) on the establishment of an academic-led framework for our engagement with our capital city, and will work in partnership with him and with the Provost on establishing UCL as a key voice within, and contributor to, the wider London community.



## We are creating campuses equipped for the future.

- £1.25 billion invested in transforming UCL facilities.
- Brand new campus UCL East will be home to new degree programmes, research, innovation and technologies.
- The Student Centre (pictured) opened its doors in 2019 – an essential space to think, explore, collaborate, discover and challenge.
- We teach our students how to think not what to think.
- We are investing £281.6 million into a new purpose-built biomedical facility which will house over 500 scientists from across UCL's neuroscience community.

# ABOUT THE ROLE

The External Engagement portfolio will include responsibility for the following key functions:

- Communications and Marketing (including Student Recruitment)
- Media Relations
- Public Affairs
- Institutional Events

*This job description reflects the present requirements of the post, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post holder. The post holder will actively follow UCL policies including Equal Opportunities policies and be expected to give consideration within their role as to how they can actively advance equality of opportunity and good relations between people who share a relevant protected characteristic and people who do not share it. The post holder will maintain an awareness and observation of Fire and Health & Safety Regulations.*



## We lead the field across a wide range of faculties.

- Arts & Humanities
- Brain Sciences
- Built Environment
- Engineering Sciences
- Institute of Education
- Laws
- Life Sciences
- Mathematical & Physical Sciences
- Medical Sciences
- Population Health Sciences
- Social & Historical Sciences



# DUTIES & RESPONSIBILITIES

## Duties and responsibilities

- To work closely with the President & Provost to scope, establish and grow an effective External Engagement function for UCL that can provide leadership, direction and professional services facilitation to devolved activity and create a central hub to support the work of the senior team and the President & Provost's office.
- To create the conditions and lead the strategic planning work that will enable UCL to capitalise on its research breadth and the thought leadership of the academic community to leverage its institutional profile nationally and internationally, and to enhance the reach and impact of the academic community.
- To use on personal experience of public affairs and external engagement activity to build capacity of the senior leadership team in this area and expand UCL's understanding of, and utilisation of best practice activity in this area.
- To provide visionary and ambitious leadership and be an active, collegiate member of the Provost's senior team, including contributing to the development and implementation of the UCL strategy, and leading on all aspects relating to our external profile, as well as serving as a trusted adviser to the President & Provost.



- 1st in England to welcome students of any religion or social background.
- 1st in England to welcome women to university education.
- 1st in England to teach English, German, Chemistry, Engineering.
- A brave and progressive approach that has continued to this day.
- 1st in England to have a fully open access university press.

# DUTIES & RESPONSIBILITIES

- To oversee work to build UCL's reputation and profile in London, the UK and around the world to help recruit the very best staff and students and compete effectively for funding and the strongest partnerships, demonstrating the significant benefits we deliver for society.
- To recruit, grow and develop a motivated, sector-leading public affairs team with the capacity to lobby government effectively, and to marshal expert commentary and contributions to local and national debate.
- To oversee the continued development of our communications and marketing team, ensuring effective student recruitment and a strong brand profile for UCL.
- To be fully engaged in the life of the university, chairing and speaking at events, serving on recruitment panels for senior staff, participating in annual planning reviews, providing updates and sharing plans within the governance framework of UCL and being a sponsor for institutional projects.
- Other responsibilities as may reasonably be required of a Vice-President.

**We are continually making an impact on the world we live in.**



Supported by the Duchess of Cambridge we are working to discover how early life experiences shape the human brain.



UCL students have won the Hult prize with a business idea aiming to alleviate food poverty in Southeast Asia.

UCL researchers have found first evidence of a supermassive black hole using the Event Horizon telescope.



UCL spinout company Autolus develops and commercialises T-cell therapies for the treatment of different cancers.

# PERSON SPECIFICATION

## Qualifications, experience and knowledge

### Essential

- Experienced public affairs, stakeholder management or communication professional with senior leadership experience within a large, complex organisation.
- Demonstrable record of outstanding achievement in a senior leadership role.
- Understanding of higher education and the regulatory, political and cultural contexts in which UCL operates.
- Strong track record of effective influencing and network-building across government, industry and/or media and the capacity to use existing networks and establish new ones to further the interests of UCL.

### Desirable

- Experience of working closely with academics and research experts to leverage the impact of their work.
- Experience of leading External Engagement activities in support of academic and research agendas.
- Experience of UK higher education.

## A network connected across the globe.



**300,000** alumni in 190+ countries

**32%** of our students studied abroad in 2018/19

**37%** international staff

Partnerships with institutions worldwide

**150+** Erasmus+ partnerships

**53%** international students

# PERSON SPECIFICATION

## Skills and abilities

- Exceptional strategic thinker who builds highly effective, innovative and strong teams.
- Skilled strategic, creative and analytical thinker, able to establish high levels of personal credibility.
- Outstanding relationship-building skills – adept at developing and maintaining outstanding relationships and partnerships to support institutional priorities.
- Ability to clearly communicate an organisation’s vision and its impact to multiple audiences and to support others to do this effectively.
- Well-developed negotiation skills and the ability to act as an ambassador for UCL in cross-cultural settings with global stakeholders.
- Ability to operate effectively within university governance models and to ensure effective decision-making through these structures.
- Exceptionally high levels of emotional intelligence, with the ability to build strong relationships and teams in support of the academic mission.

Our community sits at the heart of one of the world’s most dynamic cities.



# PERSON SPECIFICATION

## Personal attributes

- Trusted leader and advocate - demonstrating the highest standards of integrity, professional accountability and self-management;
- High levels of personal credibility and experience of engaging and mobilising professional services teams within a decentralised model.
- Confident, credible and motivating communicator;
- Ability to connect with the founding values of UCL and share a passion for the work of UCL and how higher education transforms lives and society.



**UCL. Where ambitious innovators, visionary trendsetters and disruptive thinkers call home.**

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Find out more: [ucl.ac.uk](https://ucl.ac.uk)

# PRESIDENT & PROVOST

## **Dr Michael Spence AC President & Provost joined in January 2021**

Prior to this he was the Vice-Chancellor of the University of Sydney (2008–2020). Under his leadership, it has risen to first in Australia and fourth in the world for graduate employability.

He embedded diversity and inclusion in the university's culture, delivered significant investment in multi-disciplinary research activity, transformed the undergraduate experience and created strategic partnerships with leading industry, government and community organisations across the globe.

As Vice-Chancellor, Dr Spence has been responsible for raising a record one billion Australian dollars through the [INSPIRED philanthropic campaign](#) - the largest philanthropic campaign in Australian history. This fundraising has



# PRESIDENT & PROVOST

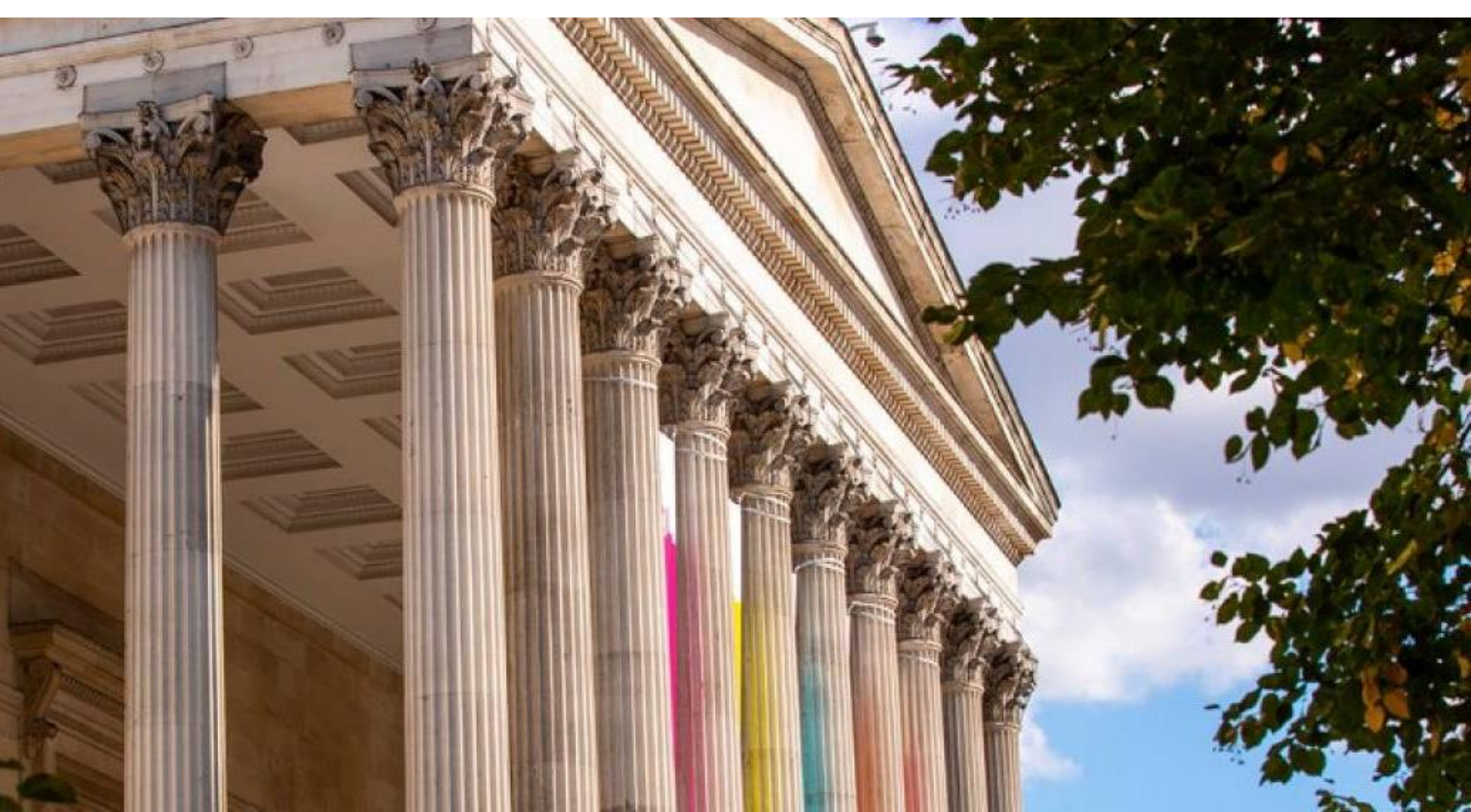
transformed the university's campus by funding major new research and education centres, bringing resources to life-changing medical research and providing more than 2,000 scholarships and education initiatives for new and existing students.

Dr Spence is recognised internationally as a leader in the field of intellectual property theory and holds a Doctor of Philosophy from the University of Oxford, where he headed Oxford's Law faculty and Social Sciences division.

An alumnus of the University of Sydney, Dr Spence has a BA with first-class honours in English, Italian and Law. His other languages include Chinese and Korean.

In 2017, Dr Spence was named a Companion of the Order of Australia in recognition of his service to the higher education sector and in 2018 he was elected as a Fellow of the Royal Society of New South Wales.

Dr Spence moved to London in 2021 with his wife and four of his eight children.



# NEXT STEPS

**Ellwood Atfield recruits for organisations that are seeking to influence their external environments.**

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, public and regulatory policy, and media relations.

Following interviews with Ellwood Atfield successful candidates will be invited for interview with UCL.

We are committed to diversity and proud that, in acting for our clients, we select candidates regardless of race, sex, sexual orientation, disability, religion or belief, being or becoming a transsexual, being pregnant, married or in a civil partnership and age. Please contact Gavin Ellwood or Geraldine Hetherington for an initial discussion.



Geraldine Hetherington is a Board Director of Ellwood Atfield and qualified solicitor. With sixteen years' headhunting experience she specialises in senior appointments. Prior to this Geraldine was the Chief Operating Officer of Hudson Global, Inc. in the UK and the former HR Director of Monster and TMP.

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Gavin Ellwood is the founder of Ellwood Atfield and has twenty-five years' headhunting experience. He advises the Boards of a diverse range of organisations and global brands on the appointment of communications and advocacy experts. Gavin is a Past Master of the City of London Company of Communicators.

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