



Job Description

Job title:	Acting Head of Public Engagement (Maternity Cover)
Department/School:	Department of Marketing and Communications
Reports to:	Director of Marketing and Communications
Grade:	8 or 9 dependant on experience
Location:	Based on Claverton Down campus but with flexibility to work across other locations as required

Job purpose

To maintain the direction of development of highly visible public engagement with research and to embed public engagement across the whole research lifecycle within and beyond the University of Bath.

To maintain the direction and lead the actions required to deliver and exceed the vision and objectives of the Engaged360@Bath project funded by Research Councils UK.

To engage with staff and students across the university, including at a senior level, to influence culture and practice and to deliver effective public engagement with research, working closely with the Pro VC (Research) and colleagues in Marketing and Communications and the Research Development and Support Office.

To manage the work of the Public Engagement Unit. To motivate and manage the Public Engagement Officer to perform effectively and deliver key objectives for the Unit.

Source and nature of management provided

Director of Marketing and Communications

Staff management responsibility

Public Engagement Officer (Grade 6)

Career and Professional Development Activities

To engage in knowledge transfer, continuous professional development, consultancy and other forms of external engagement, as appropriate.

From time to time you may be asked to assist in the facilitation of CPD activities. This will form part of your substantive role and you will not receive additional payment for these activities.

Special conditions

This post will be appointed on a fixed term contract from May 2014 to January 2015, to cover a period of Maternity leave.

Main duties and responsibilities

1	Maintain direction, leadership and project management of the development and embedding of public engagement with research across the University.
2	Maintain the management structure of the Public Engagement Unit and the new structures and processes required within the University to embed the culture of public engagement.
3	Continue to lead the change in the culture within the University so that public engagement is genuinely and sustainably embedded within the whole research lifecycle across the University as an exemplar to the higher education sector.
4	Continue close working to ensure that relevant strategies, policies, staff development and HR documents at all levels recognise, are congruent with and reflect the role of public engagement appropriately.
5	Maintain the Public Engagement Unit as a support service to train, support and encourage all members of staff, becoming a natural point of contact between the general public and the University, and ensuring effective alignment of current professional service structures with public engagement.
6	Continue leadership capturing good examples of public engagement practice within the University and ensure these are widely communicated and promoted within the University and beyond. Lead the training and encouragement of key staff to engage with the media at all levels, including full exploitation of social media outlets in public engagement, ensuring that this work is linked appropriately and consistently with University marketing and communications activities.
7	Continue the development of structures within which public engagement, by trained staff and students, is rewarded, encouraged and supported, and becomes a natural activity for all members of the University.
8	Continue to lead, sustain and support the development of a network of engaged researchers and advocates for public engagement across the University who act as catalysts for change within Bath.
9	Continuing working closely with other HEIs, especially GW4 universities, and Centres of Excellence in public engagement to disseminate best practice and share resources and experiences.

10	Work with staff to secure external funding for public engagement activities.
11	With close involvement of senior management, researchers and professional staff ensure the sustainability of the public Engagement Unit beyond the duration of the Engaged360@Bath project funding.
You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager.	

high-quality public engagement within the whole research lifecycle.					
The ability to direct the development of public engagement within a higher education environment.	X		X	X	
Skills					
Exceptional influencing skills – able to influence the changing culture and practice through a range of interconnected methods and convincing personal input.	X		X	X	X
Exceptional interpersonal skills – able to communicate effectively with a wide variety of stakeholders using a wide range of media / communication methods.	X		X	X	X
Highly effective project management skills – ability to manage a complex set of objectives for a Unit and deliver these across boundaries.	X		X	X	X
Ability to encapsulate research ideas in clear, straightforward and readily understandable ways and make them accessible to the public.	X		X	X	X
Highly effective leadership skills – able to identify the right strategic choices to meet vision and objectives.	X		X	X	X
Proven ability to create and maintain own credibility and profile and that of the Unit, internally and externally.	X		X	X	X
The ability to chair formal and informal meetings effectively.		X	X	X	X
Attributes					
Highly committed to the dissemination and application of research and making this accessible to the widest possible audience.	X		X	X	X

Code: A/F – Application form, I/T – Interview/Test, R – References