



UNIVERSITY OF  
LINCOLN

## UNIVERSITY OF LINCOLN JOB DESCRIPTION

<b>JOB TITLE</b>	Professional Development Centre Manager				
<b>SCHOOL</b>	College of Social Science				
<b>LOCATION</b>	Brayford				
<b>JOB NUMBER</b>	CSS291	<b>GRADE</b>	8	<b>DATE</b>	June 2019
<b>REPORTS TO</b>	Director, Professional Development Centre				

### CONTEXT

The University of Lincoln is an institution of high ambition, whose progress since it was created in 2001 has been rapid but solidly grounded. Its vision is to be 21<sup>st</sup> century expression of the old university ideal – where a student focus is paramount – at the same time as fulfilling the modern tasks of knowledge generation and transfer for the economic, social and cultural benefit of the cities and regions it serves.

The College of Social Sciences is the largest in the university, comprising six schools –Psychology, Social and Political Science, Sport and Exercise Science, Health and Social Care, Education, Lincoln Law School.

The College currently delivers the largest proportion of the University's external income. However, there is great potential to expand income generating and knowledge exchange activity, and we are constantly seeking opportunities to grow external income in this area. Accordingly, the College has established a dedicated income generation centre covering the whole of the College of Social Science. The Centre For Professional Development is a focused, professional development and consultancy centre, responding to local, regional and national demand around the academic expertise within it. The Centre delivers a widely diverse but balanced portfolio of external income generating activity that is closely aligned to market demand. The initial focus for the Centre has been in the area of Health and Social Care, and it currently delivers a large portfolio of professional development and post registration programmes in nursing & allied health care, and social work. There is an increasing emphasis on diversifying our offer and it is intended to incrementally develop and deliver postgraduate medical education within Lincolnshire as well as to develop the private health and social care education market. In parallel, other areas of business, ( psychology, Law, Sports and Exercise Science, Education and Politics), will be developed.

### JOB PURPOSE

- The post holder will work with the Centre Director and stakeholders both within and outside the University to deliver the strategic aims of the PD Centre as the major external income generation arm of the College of Social Science.
- The post holder will contribute to the development, formulation and implementation of business plans and long-term strategic goals for the PD Centre as part of the College of Social Science
- The Post holder will take lead responsibility for the development and delivery of defined areas of business and workstreams



- The post holder will work with the Director to manage the staffing strategy within PD Centre.
- The post holder will line manage a team of professional services staff
- Together with the Director, the post holder will have a responsibility to raise the profile of the PD Centre locally, regionally and nationally.
- Deputising for the Director when required, the post holder will represent the Centre and the University externally by building networks and collaborations with local regional and national partners.
- The post holder will contribute to the management of contracts in the areas of CPD, postgraduate education, consultancy and applied research
- The post holder will be responsible for ensuring that contracts are agreed within the University financial regulations, and that contracts are delivered to adequate quality, on budget and on time.
- The postholder will be responsible for ensuring academic quality of professional Development Centre programmes
- The post holder will be responsible for the PD Centre achieving selected key performance indicators across a range of the centres' activities.



## KEY RESPONSIBILITIES

<b>KEY RESPONSIBILITY 1</b>
<ul style="list-style-type: none"><li>• In consultation with the Director, contribute to the development, articulation and implementation of a vision and strategy for Centre which clearly sets out its alignment with and contribution to the College of Social Science Strategic plans.</li></ul>
<b>KEY RESPONSIBILITY 2</b>
<ul style="list-style-type: none"><li>• Support the Director in developing an annually reviewed business plan (including KPIs) for presentation to the College of Social Science.</li></ul>
<b>KEY RESPONSIBILITY 3</b>
<ul style="list-style-type: none"><li>• Take responsibility for managing defined areas of the Centre's activity.</li></ul>
<b>KEY RESPONSIBILITY 4</b>
<ul style="list-style-type: none"><li>• Take responsibility for maintaining certain defined contracts through effective negotiation and client relations management.</li></ul>
<b>KEY RESPONSIBILITY 5</b>
<ul style="list-style-type: none"><li>• Contribute to the delivery of a number of specific key performance indicators, including the level of continuing business for a given year, the level of external funder's satisfaction with the Centre's programmes, based on participant feedback and external evaluation including standardised NHS quality measures</li></ul>
<b>KEY RESPONSIBILITY 6</b>
<ul style="list-style-type: none"><li>• Contribute to the development and maintenance of appropriate regional and national relationships, partnerships, networks and collaborations with public and private sector organisations and companies.</li></ul>
<b>KEY RESPONSIBILITY 7</b>
<ul style="list-style-type: none"><li>• Lead on the Academic Quality of PDC Programmes, and represent the Centre on the College of Social Science Academic Affairs Committee.</li></ul>
<b>KEY RESPONSIBILITY 8</b>
<ul style="list-style-type: none"><li>• Lead on the delivery of the marketing plan for the Centre (both internally and externally).</li></ul>
<b>KEY RESPONSIBILITY 9</b>
<ul style="list-style-type: none"><li>• Collaborate with senior colleagues to ensure the effective and active engagement of academic colleagues.</li></ul>

**In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.**



## ADDITIONAL INFORMATION

### Scope and dimensions of the role

- The post holder will report to the Director of the Professional Development Centre.
- The post holder will act as an ambassador and will represent the Centre and the University with external stakeholders and other organisations.
- The post holder will be responsible for delivery of contracts with external organisations on behalf of the University.
- The post holder will be responsible for prioritisation and utilisation of human and physical resources including his/her own time.

### Key working relationships/networks

Internal	External
<ul style="list-style-type: none"><li>• Director, PD Centre</li><li>• Director of Operations, College of Social Science</li><li>• PVC/Head of the College of Social Science</li><li>• Head of School of Health and Social Care</li><li>• Director of Nurse Education</li><li>• College Accountant / College Finance Department</li><li>• Director of Research, College of Social Science</li><li>• Senior Academics, College of Social Science</li><li>• College Business Development Managers</li><li>• Director of Research and Enterprise</li></ul>	<ul style="list-style-type: none"><li>• NHS Workforce managers</li><li>• Health Education East Midlands</li><li>• Health Education England</li><li>• Private sector health and social care providers</li><li>• Regional Local Authorities (including East Anglia, East Midlands and Yorkshire).</li><li>• Voluntary, Independent and Third Sector organisations.</li><li>• Professional bodies including Nursing and Midwifery Council, Royal Colleges, Health and Care Professions Council.</li></ul>



**UNIVERSITY OF LINCOLN  
PERSON SPECIFICATION**

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<b>Selection Criteria</b>	<b>Essential (E) or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b>
<b>Qualifications:</b>		
<ul style="list-style-type: none"> <li>• First degree in a relevant subject</li> <li>• Postgraduate qualification in business, health and social care, or education</li> </ul>	E D	A A
<b>Experience:</b>		
<ul style="list-style-type: none"> <li>• Demonstrable experience of managing staff</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• Demonstrable ability to manage budgets</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• Strong regional and sub-regional networks</li> </ul>	D	A
<ul style="list-style-type: none"> <li>• Experience of delivery of business plans</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• Experience of academic quality systems and processes</li> </ul>	D	A,I
<b>Skills and Knowledge:</b>		
<ul style="list-style-type: none"> <li>• Management experience in higher education, business consultancy or similar environment</li> </ul>	E	A,I
<ul style="list-style-type: none"> <li>• Good project management ability</li> </ul>	E	A,I
<ul style="list-style-type: none"> <li>• Experience of developing and sustaining productive working relationships with internal and external colleagues</li> </ul>	E	A,I
<ul style="list-style-type: none"> <li>• Excellent communication skills, written and verbal</li> </ul>	E	I
<ul style="list-style-type: none"> <li>• Strategic marketing and planning skills</li> </ul>	D	I
<ul style="list-style-type: none"> <li>• Negotiation skills and the ability to influence</li> </ul>	E	I
<ul style="list-style-type: none"> <li>• Highly motivated</li> </ul>	E	I
<ul style="list-style-type: none"> <li>• People management skills</li> </ul>	E	A,I
<ul style="list-style-type: none"> <li>• Good IT skills</li> </ul>	D	I
<ul style="list-style-type: none"> <li>• Budget management skills</li> </ul>	E	A,I
<ul style="list-style-type: none"> <li>• Organizational ability</li> </ul>	E	I
<ul style="list-style-type: none"> <li>• Ability to think strategically and to formulate and communicate effective strategies</li> </ul>	E	I
<b>Competencies and Personal Attributes:</b>		
<ul style="list-style-type: none"> <li>• Confident</li> </ul>	E	I
<ul style="list-style-type: none"> <li>• Innovative</li> </ul>	E	I
<ul style="list-style-type: none"> <li>• Results Driven</li> </ul>	E	A,I
<ul style="list-style-type: none"> <li>• Highly organised and able to prioritise workload</li> </ul>	E	A,I



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• Projects a professional image at all times	E	I
<b>Business Requirements</b>		
• Willingness to work flexible hours on occasion, such as breakfast or evening events	E	I

**Essential Requirements** are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

<b>Author</b>	AC	<b>HRBA</b>	HA
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