

**University of  
South Wales  
Prifysgol  
De Cymru**



**Proffesiynol**  
Professional



**Ymatebol**  
Responsive



**Creadigol**  
Creative



**Ysbrydoledig**  
Inspiring



**Cydweithredol**  
Collaborative

## DEAN - FACULTY OF BUSINESS & CREATIVE INDUSTRIES

### Salary:

Senior Salary: £110,382 per annum

### Hours & Contract duration:

Full-time, Permanent Appointment

### Reports to:

Deputy Vice-Chancellor

At the University of South Wales, we place engagement, collaboration, and partnership working at the heart of everything we do, to achieve the very best outcomes for our students and the communities we serve. We are proud that our graduates are distinctive and highly employable, they are agents of social change who go on to make a real difference in the world.

The University is going through an exciting period of change and transformation, as part of delivering our Strategy 2030 and driving forward our ambitions of providing excellent outcomes for both staff and students. This will require the ability to think and approach the changes within the faculty with a fresh new perspective, whilst maintaining resilience of self and the wider faculty team and students. A focus on delivering efficiencies at the same time as delivering excellence is crucial.

The Faculty of Business and Creative Industries excels at research and innovation, commercial engagement, and immersive learning, and is proud to house some of the best facilities in the UK. These facilities, to name just a few, include a Financial Trading Room, Creative Studio and Labs, as well a Creative Industries Research Unit for Music, Performance and Media, all of which provide students with exposure to practical settings that replicate real world scenarios, and develop knowledge through experiential learning techniques, thus preparing students for the workplace of the future. The faculty has made great strides in areas of research and innovation, and will continue to build upon the successful REF21 (3\*/4\*) achievements, over the coming years in preparation for REF29. The portfolio is built on strong partnerships and makes a significant contribution across the following areas: Accounting and Finance, Business Management, Culture and Animation, Fashion, Marketing and Photography, Film and TV, Games and Design, Global Business, Law, Music and Drama, Operations Management, and Professional Development, so strategic vision to further develop these areas is key.

As faculty Dean, you will be responsible for the strategic direction and development of eleven academic subject areas covering all the business and creative industries, as well as the key cross-faculty areas focusing on student outcomes, partnerships and business development and research, consequently you will be able to evidence credible research or professional leadership within one or more of the disciplines. A special focus will be required to drive the highest standards of quality across the portfolio; champion continued research

and embrace commercial activity, building both reputation, REF performance and market share. This requires creative vision, strategic perspective and commercial acumen to deliver the University's ambitious 2030 strategy. As well as the standing to lead and promote the faculty and contribute to the leadership of the University.

Your role as Dean will be further supported by an established team including a Deputy Dean, Faculty Chief Operating Officer, Faculty Academic Director, Associate Deans, Heads of Subject, and HR, Marketing and Finance Business Partners.

Reporting to the Deputy Vice Chancellor, you will work collaboratively with the other two faculties for interdisciplinary innovation, and with the Pro Vice Chancellors, as well as professional services for excellent service quality and efficiency. You will have an inclusive and ambitious approach to leadership reflecting the University's core values of 'Professional, Responsive, Creative, Inspiring and Collaborative'. We are looking for an outstanding leader who embodies these values and who can work with the talented and dedicated staff across the institution to build on successes and lead the faculty to deliver the 2030 strategy.

Due to the nature of the role, full flexibility is required, however, you will be primarily based at the Cardiff Campus, with attendance at our other campuses in Pontypridd and Newport as needed. This role will enable you to shape the future direction of the faculty and enhance the skills of the students by creating the workforce of the future.

**Discover the advantages of working for USW: <https://tinyurl.com/WorkatUSW>**

USW is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All those working at the University are expected to share this commitment.

We are committed to employing a diverse workforce and creating an inclusive environment. Where colleagues can be themselves and every person is treated with dignity, fairness and respect. We actively encourage applications from diverse backgrounds and communities, especially with regards to age, disability, gender identity, sexual orientation, race and religion and/or belief. We benchmark our success through equality accreditations with Athena Swan, Race Equality Charter, Stonewall and Disability Confident.

If you're a Welsh learner or a Welsh speaker, we'd be delighted to receive your application. At USW, you'll have access to Welsh courses to enable you to develop your Welsh skills further, in order to provide a bilingual service to our students, colleagues and the public.

We welcome applications in Welsh and English. Applications in Welsh will not be treated less favourably than those made in English.

## JOB DESCRIPTION & PERSON SPECIFICATION

### Job purpose

To provide strategic direction, change management capability, leadership in academic planning and administrative oversight for the faculty. The aim is to achieve the highest standards of quality in business and creative industries, research and innovation, commercial activity and partnerships, to build and maintain reputation and market share. The Dean should position the faculty as an exemplar of the University 2030 Strategy, at the leading edge of University performance metrics.

### Key responsibilities

**With oversight of eleven subject areas: Accounting and Finance, Business Management, Culture and Animation, Fashion, Marketing and Photography, Film and TV, Games and Design, Global Business, Law, Music and Drama, Operations Management, and Professional Development:**

1. Provide strategic, people-focused leadership and management to the faculty, giving a sense of confidence and stability during a period of what will be immense change and challenge, during the implementation of the USW 2030 strategy.
2. An understanding of the required financial underpinnings of managing a faculty within a period of significant change and transformation, including budgeting, faculty governance, and the interpretation of data and insights to make informed business decisions.
3. Engendering a values-based culture instil excellence in colleague engagement, communication, and teamwork ensuring equity, dignity, inclusion and wellbeing, throughout.
4. Establish a culture of high-performance, to drive improvements in student experience and outcomes.
5. Ensure that colleague performance is appropriately managed, and that fair workload allocation is in place.
6. Stimulate and support excellence and integrity in learning and teaching, research and knowledge exchange and, in line with university values, foster a climate that encourages faculty, staff and students to pursue innovation in these activities.
7. Working with your teams, initiate and oversee activities designed to improve teaching quality within the faculty and ensure that teaching methods are state-of-the-art, that learning is digitally rich, partnership focused and aligned to the USW 2030 strategy goals.
8. Nurture and support quality research activities, both in respect of building for the next Research Excellence Framework (REF) and Higher Education Business and Community Interaction (HEBCI) annual reporting. Including related activity of faculty members and align endeavours to the University research strategy and ambitions, to interdisciplinary research ambitions across Faculties; with the aim of building quality, scale and visibility around key research strengths.
9. Proactively build upon current external relationships with industry contacts and critical partners in the community, as well as developing new networks to leverage knowledge and skills helping the faculty develop students' skills. Thus, creating the workforce of the future.
10. Actively participate as a member of the University's Senior Leadership team, supporting Executive in the University transformation and strategic delivery.

## Person specification

**To be able to undertake this role effectively you will need the key attributes and skills outlined below. When completing your application ensure you demonstrate how you meet these criteria.**

|     |                                                                                                                                                                                                                                                     |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1*  | Significant experience of holding a leadership role, specifically within a faculty of business or creative industry. Coupled with broad experience of working effectively with wider Senior Leadership Teams within Higher Education.               |
| 2*  | Experience of leading change and transformation initiatives.                                                                                                                                                                                        |
| 3*  | Suitable academic and professional qualifications within business and creative industry subject areas, and appropriate professional body registration.                                                                                              |
| 4*  | Demonstrable experience of leading significant cultural change to deliver improved performance.                                                                                                                                                     |
| 5*  | A collegiate leadership approach that builds effective teams and maximises talent.                                                                                                                                                                  |
| 6*  | An output focused approach and ability to use data and metrics to set targets, drive performance and realise opportunities.                                                                                                                         |
| 7*  | Strategic thinker, with effective analytical capability to facilitate conceptual thinking, innovation and creativity.                                                                                                                               |
| 8*  | Evidence of success in innovation in academic provision such as learning and teaching, research and/or knowledge exchange that will command respect internally and externally, ideally at Professorial level in line with USW's criteria.           |
| 9*  | High level influencing and negotiating skills and an ability to effectively communicate and to engage credibly, both internally and externally.                                                                                                     |
| 10* | Experience of seeing students (Undergraduates, Postgraduates and Postgraduate Research Students) as being the center of all activities, continuously improving the student experience and embedding an ethos of sustainable continuous improvement. |
| 11  | The ability to speak and/or write in Welsh is desirable.                                                                                                                                                                                            |

## Health and Safety

You must a) familiarise yourself with, and comply with, the organisation's Health and Safety Policies and Procedures which are available on Connect (Intranet); and b) be fully conversant with your health and safety responsibilities outlined in the Faculty/Department Health and Safety Management Arrangements document and implement accordingly.

## Disability Confident Employer - Offer of an interview

The University of South Wales is committed to employing a diverse workforce and creating an inclusive environment where staff can be themselves and every person is treated with dignity, fairness and respect. As a 'Disability Confident' employer, we guarantee that all disabled candidates who meet all the key criteria for the job vacancy they are applying for are offered an interview. Key criteria are identified by \* in the person specification above.