



NCUK

THE UNIVERSITY CONSORTIUM

Head of Digital
Candidate Information Pack

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Job Advert

Role: Head of Digital

Starting Salary: c.£45,000 plus excellent benefits

Location: Manchester, UK

Can you succeed in a strategic role in a global academic organisation?

As Head of Digital you will lead in defining our digital strategy and take up the remit to build a new digital capability from scratch. If that's an opportunity that excites you NCUK has an opening for someone to bring innovative ideas on how technology can deliver new products and services and bring efficiencies to the business.

Reporting to the Academic Director, you will provide a clear vision for digital products and services. You'll work closely with the IT Systems Manager, Product and Marketing teams to define and develop a roadmap for the delivery of digital transformation and products and services. From there your objective is to implement a high performing digital product offering and operational infrastructure by developing internal resources and/or forming strategic relationships with 3rd parties in the sector.

Our ideal candidate will be educated to degree level (or have equivalent experience) and will preferably have experience working in FE/HE and in designing digital educational content. You will be a strong change manager and demonstrate a creative yet analytical approach to your work. You will be culturally aware and able to prioritise work, meet deadlines under pressure and deliver on your commitments. You will work well with other people, have excellent attention to detail, and be committed to achieving the highest standards of quality and service.

NCUK is a unique organisation, founded by UK universities to provide overseas students with guaranteed access to universities through our pathway programmes. More than 30,000 students have successfully progressed to UK Universities by completing NCUK programmes. Our qualifications combine the highest of academic standards with exceptional language, study and cultural skills, and are currently delivered in 18 different countries across four continents. NCUK is a trading subsidiary of the Northern Consortium, a registered educational charity.

We offer a friendly and energetic working environment and excellent benefits, including at least 35 days' holiday and pension contributions of up to 8% of salary. This role can be home based or at Head Office in Manchester, UK. The role will involve frequent international travel.

How to apply

Please apply by completing the application form (available at www.ncuk.ac.uk/careers) and sending it to vacancies@ncuk.ac.uk. CVs will not be accepted.

Key dates

Interviews and assessment: TBC

Expected start date: As soon as possible, dependent on notice

What we do

NCUK develops and maintains academic qualifications that prepare students for entry to university. The company also provides a university admission or 'placement' service which supports NCUK students in progressing to university following their course.

NCUK franchises delivery of its academic qualifications to delivery partners, and we currently have over 50 delivery partners across 18 countries. NCUK's Delivery Partners have an average of around 30 students and our largest partnership, the Sino British College (SBC) in Shanghai, has over 1500 students registered on NCUK pathway programmes.

NCUK currently has delivery partners in the following countries:

- China
- Colombia
- Hong Kong
- India
- Ireland
- Japan
- Kenya
- Madagascar
- Malta
- Malaysia
- Myanmar
- Nigeria
- Pakistan
- Peru
- Qatar
- South Korea
- Thailand
- United Kingdom

Academic Pathway Programmes

NCUK currently offers three pathway programmes:

- The *NCUK International Foundation Year (IFY)* is a modular qualification that prepares students for first-year entry to a wide range of bachelor degree courses. Students take a combination of three modules appropriate for their intended degree course and one of NCUK English for Academic Purposes for proof of English where needed.
- The *NCUK Pre Masters Programme (PMP)* provides specialised English for Academic Purposes (EAP) training and an introduction to the research skills needed for success at Masters level.
- The *NCUK International Year One programmes (IYOne)* in Business and Engineering are first year undergraduate degree level equivalent programmes that articulate into the second year of selected undergraduate degree courses at NCUK Universities. The IYOne can be combined with the IFY to form a 2+2 study programme.

History of the Northern Consortium and current group structure

The Northern Consortium was created in 1987 by a set of northern UK universities to collaborate in the delivery of educational programmes on a transnational basis, and to support the progression or 'placement' of students from those programmes into UK universities. The Consortium operated initially as a department of UMIST and was active predominantly in Malaysia.

The founding universities established a Charity in 1993 with the charitable purpose of the advancement of education.

In 1999 the Northern Consortium became active in China and, in 2003, established a wholly-owned operating subsidiary, NCUK, to support its commercial operations.

That structure: a Charity founded by UK universities, with a wholly-owned operating subsidiary, remains today.

Within the Group:

- The Northern Consortium is responsible for fulfilling its charitable objects and public interest obligations. It does this both directly (through, for example, the provision of scholarships) and indirectly (through the operation of NCUK in delivering educational programmes);

- NCUK operates commercially both to fulfil the charitable objects and public interest obligations of the Northern Consortium, and to raise funds for the Northern Consortium.

Since 1987, the Northern Consortium and NCUK have supported over 30,000 students in their progression to a UK university.

NCUK Universities

NCUK has developed strong relationships with 16 UK Universities, including the majority of the founder members of the Northern Consortium. These NCUK Universities are the primary progression destinations for students completing NCUK programmes:

- Aston University
- University of Birmingham
- University of Bristol
- University of Bradford
- University of Huddersfield
- University of Kent
- Kingston University
- University of Leeds
- Leeds Beckett University
- Liverpool John Moores University
- University of Manchester
- Manchester Metropolitan University
- University of Salford
- Sheffield Hallam University
- University of Sheffield
- Queen Mary, University of London

In addition to these universities further recognition agreements are in place and being developed with Universities in the UK, USA and Australia.

NCUK Staff

NCUK employs a team of approximately 35 permanent staff and buys in services from around 75 external contractors, particularly for academic development and examination activities.

Most of the staff team is based in our UK Office in central Manchester, with a small team based in a representative office in Beijing, China.

Job Title	Head of Digital
Functional/Regional Responsibility	
Location	Manchester
Directorate	Academic
Reports To	Academic Director
Line Management	

Job Purpose
<p>To lead the development, implementation and operationalisation of digital products, services and channels to meet the company's objectives through digital transformation, improved online customer experience and a digital product range. Responsible for the delivery of multiple technology solutions across several large projects and growing digital capability in NCUK staff, delivery partners and contractors. To contribute to the commercial success of NCUK products.</p>

Key Responsibilities and Accountabilities	
	Develop a Digital Strategy and associated success measures and KPIs
	Work with delivery partners, University partners and internal teams to understand business challenges and opportunities to create business cases for new digital products and digitally transformational activity
	Be accountable for the effective resource planning, management, reporting and coordination of digital projects/initiatives to deliver change in line with availability, budget and business requirements.
	Define and model digital content design methodology and delivery models online through digital channels including but not limited to webinar, Virtual Learning Environment, Applications, E-Books and online forums
	Where a digital platform and/or product has third party involvement, to manage the interaction between NCUK and the third party, the performance and contractual compliance of the third party
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	Define, prepare and present reports, data/statistics for success measures and KPIs to various audiences including but not limited to the Board of Directors, Programme Board, SLT, Market Development, NC Stakeholders and Delivery Partners.
	Keep up to date and be aware of major developments in digital assessments, teaching methods and quality initiatives and regulatory frameworks
	Be a thought leader for digital transformation

JOB DESCRIPTION

	Chair Digital Programme Board meetings
	Set and manage the Strategic Investment Fund: Digital budget
	Plan and deliver appraisal and performance reviews as required
	Other academic management duties as and when requested including deputising for the Academic Director

Qualifications	Essential (✓)	Desirable (✓)
Degree qualification or equivalent or significant work experience/study equivalent to the level of NCUK programmes	✓	
Experience	Essential (✓)	Desirable (✓)
Track record of successfully creating and implementing a digital change agenda as well as recent experience in designing digital products and services <ul style="list-style-type: none"> Digital programme, qualification design and development Knowledge and experience of digital delivery and assessment of UK programmes and qualifications Understanding of some of the subjects covered by the qualifications 	✓	
Sound understanding of assessment theory and experience of e-assessment		✓
Experience of relevant regional markets		✓
UK higher education sector and/or qualification regulatory and quality assurance bodies		✓
Teaching experience in tertiary education either at a UK University or an institution which delivers UK Higher Education programmes through collaborative provision, preferably in English, Business, Sciences or Engineering (desirable)		✓
Experience of web solutions architecture (public cloud knowledge is advantageous)	✓	
Experienced working within agile environments	✓	
Skills/Knowledge	Essential (✓)	Desirable (✓)
Knowledge and experience of regulated programme, qualification and assessment design	✓	
Competitor analysis and product portfolio management	✓	
Knowledge and experience of e-learning content design, development and delivery	✓	
Programme and project management	✓	
Change management	✓	
Strong technical communication skills	✓	
Good working knowledge of MS Excel, PowerPoint and Word	✓	

PERSON SPECIFICATION

Organisational and communication skills	✓	
Training skills and knowledge	✓	
Management of others	✓	
Developing relationships	✓	
Team working	✓	
Presentation skills	✓	
Ability to interpret quantitative and qualitative data and produce concise reports	✓	
Problem analysis and solving	✓	
Self-management	✓	
Effective planning	✓	
Decision making	✓	
Meeting deadlines	✓	
Delivering results	✓	
Internal and external customer focus	✓	
Culturally appropriate communicator	✓	
Demonstrable experience in creating, planning and delivering training	✓	
Fluency in English	✓	
Fluency in one other language relevant to the regions		✓
Management of external contractors and internal operations	✓	
Decisive and able to take responsibility for agreed outcomes	✓	
Personal Styles or Qualities	Essential (✓)	Desirable (✓)
Strategic	✓	

Commercial acumen	✓	
Customer focused	✓	
Autonomous	✓	
Innovative	✓	
Self-motivated & enthusiastic	✓	
Ability to lead, drive and motivate a team	✓	
Adaptable	✓	
Interpersonal awareness	✓	
Resilient	✓	
Resourceful	✓	
Matrix working	✓	
Commitment to continuous improvement and innovative	✓	
Willingness to work flexible hours, travel overseas	✓	

Willingness to Travel

The post holder will be based at NCUK's Headquarters in Manchester. This role involves regular travel to support new and existing NCUK Delivery Partners and the regional teams.

Your job description does not define or limit your duties and you may be required to carry out other work within your abilities, either for your professional development or the business needs.

Review Arrangements

Over time the nature of the job may change. Consequently, NCUK will expect to revise this job description from time to time and will consult with the job holder at the appropriate time.

Our Vision

To be the outstanding provider of UK university pathway programmes and placement services.

Our Mission

NCUK provides the highest quality university pathway programmes and placement support to our students, outstanding service to our business partners and a well-qualified, diverse supply of students to our university partners.

Our Values

Quality

To deliver the highest standards throughout our products, services and communications.

Integrity

To build trust and respect through fairness, honesty, equality and cultural awareness.

Innovation

To overcome obstacles and drive effective, efficient delivery with a creative approach.

Collaboration

To work together, building successful, lasting partnerships.