



The Sino-British College, USST  
上海理工大学中英国际学院

# Candidate Brief

Executive Dean | November 2021



# CONTENTS

Welcome	3
About the Sino-British College (SBC)	4
SBC Campus	5
Governance and Finance	6
The Future	7
Role Profile	8
Person Specification	10
Remuneration and Reward	11
Key Dates and Contacts	11
How to Apply	12

# WELCOME

---

**Thank you for your interest in the role of Executive Dean of the Sino-British College (SBC).**

SBC's vision is to be renowned as an international gateway and centre of excellence, attracting students and faculty from all over the world, with a reputation for developing socially responsible and innovative leaders capable of operating in different cultures. Without question, this is an exciting and interesting time for the College. Having had its license renewed for a new 12-year term in 2017, there is an opportunity to drive the College forward and shape its future in line with an ambitious Five-year Plan.

If you are the successful candidate you will have the privilege of leading a College which has a transformational impact on its students' lives and has been cited by the QAA as a model example of overseas collaboration.

This role presents a chance for you to test your leadership skills within a complex stakeholder environment. You will need to drive change whilst engaging and bringing key stakeholders with you. You will need to truly embed partnership at the heart of this joint venture, whilst at the same time raising the academic quality and standards of SBC.

I believe that this is an excellent role, at an important time for the College. For a highly credible and effective leader, this post potentially represents an opportunity of a lifetime.







# ABOUT THE SINO-BRITISH COLLEGE (SBC)

The Sino-British College (SBC) is a university college in Shanghai. It was established in 2006 as a Sino-Foreign higher education joint venture by agreement between the University of Shanghai for Science and Technology (USST) and nine members of The Northern Consortium UK (NCUK): The University of Bradford, The University of Huddersfield, The University of Leeds, Leeds Beckett University, Liverpool John Moores University, Manchester Metropolitan University, The University of Salford, The University of Sheffield, and Sheffield Hallam University.

NCUK worked with the nine universities and USST to broker the joint venture agreement, and the first two years of study at SBC use a common course curriculum provided under license by NCUK or by the corresponding degree-awarding Universities.

The Sino-British College exists to be an international gateway, specialising in higher education pathways to and from Shanghai and the UK for students, faculty and organisations worldwide. The College seeks to create and sustain an environment for all students, staff, and stakeholders that is characterised by a commitment to three overarching SBC values: responsible leadership; enterprise and innovation; and cultural empathy.

SBC is an embedded college of USST, a government-owned university operating under the direction of the Shanghai Government. SBC is operated and governed by Chinese law. However, the quality assurance and validation of British qualifications remain entirely the province of NCUK and the partner universities.

In line with the requirements of the Chinese Ministry of Education, SBC was officially established as a Sino-British higher education joint venture by agreement between USST and the nine founding universities of NCUK listed above. SBC has also been [highlighted as a 'good model'](#) for a consortium approach to overseas collaborative provision by the Quality Assurance Agency (QAA).

# ABOUT SBC

---

Although it is not legally an independent college, it is operated as a distinct entity. SBC does have the power to award degrees from USST and to deliver degree programmes of the participating UK universities, subject to successful validation by those universities and approval by the Chinese authorities. SBC became a fully licensed university college on 1 September 2006. It is the only Shanghai-based higher education institution to be awarded a licence by the Chinese Ministry of Education to offer full degree programmes to multiple overseas universities (the so-called “1 to N Model”), either taught entirely at the Shanghai campus or with a period of study abroad. Graduates are awarded degrees from one of the partner British institutions. This licence was renewed in 2017 until 2032.

Some students may choose to complete their UK degree by entering the UK institution in degree year two. Those who prefer to complete their degrees in Shanghai can choose degrees (according to their subject stream and academic results) awarded by The University of Huddersfield (Events Management), Liverpool John Moores University (Electrical and Electronic Engineering and Mechanical Engineering) and Sheffield Hallam University (Business Management). The UK degrees awarded to students at SBC are equivalent in all respects to the degrees awarded at the universities’ home campuses.

## SBC CAMPUS

---

SBC is based at a historic campus in the heart of the city of Shanghai. There are currently around **1400** full-time undergraduate students and **30** international students from **12** countries.

Programmes are taught in the English language across the whole spectrum of Business and Engineering by over 70 staff from 18 different countries, together with faculty from UK degree-offering universities supported by 60 administrative staff.

SBC has already seen **11** cohorts of students successfully complete their undergraduate degrees at the college, while a significant proportion of SBC students have completed a relevant UK degree at one of the nine founding UK institutions by transferring into degree year two.





## GOVERNANCE AND FINANCE

The ultimate governing body of SBC is the Management Council, which decides the guiding principles of SBC, its “Articles of Association”. The Management Council is composed of representatives of USST and the nine participating UK universities as licence holders, with the UK parties working via NCUK. In practice, the CEO of NCUK and, at present, four UK representatives sit on SBC’s Management Council. The Chinese representatives have a majority on the SBC Management Council. The President of USST is the Chair of the Management Council. The Vice President - International of USST has the title of Dean of SBC and acts as the executive head of SBC in accordance with the requirements of the Chinese regulations.

A Vice-Dean and a Party Secretary, together with a number of staff, are appointed by USST to work together with the Executive Dean of SBC to manage and lead the College.

The appointment of the new Executive Dean of SBC needs to be unanimously agreed by the Chinese and British representatives. The Executive Dean will have a direct reporting line to the Chair of the SBC Management Council. Day-to-day management matters are the responsibility of the Vice-Dean of SBC. The Executive Dean of SBC will be responsible for all academic matters.

Find out more about SBC and USST here:

[www.sbc.usst.edu.cn](http://www.sbc.usst.edu.cn)

[www.usst.edu.cn](http://www.usst.edu.cn)



# THE FUTURE

---

The position offers an exciting opportunity to drive forward the development of this innovative joint venture into its next phase.

A new Five-year Plan for SBC has approved by USST and actions are being formulated to implement that strategy.

Challenges anticipated over the next few years include: working with the Management Council and USST leadership to ensure the quality of academic provision at SBC is sustained and improved; attracting a larger number of international students to SBC in Shanghai to undertake their degree studies; helping to introduce post-graduate degrees delivered by some of the UK universities; working within budget constraints to develop the College; and continuing the smooth day-to-day operation of the College to create a stable and harmonious environment.

Understanding and working effectively within the cross-cultural context of this genuine Sino-British joint endeavour is an integral part of this role.



We anticipate that the key challenges and opportunities for the new Executive Dean will include:

- Leading the implementation of the agreed Five-year Plan within the cultural, regulatory and policy environment of the People's Republic of China;
- Building a deeper and successful joint venture with all partners to the licence;
- Raising the academic quality and standards of SBC as measured by the entry qualifications of the students, degree outcomes and employability and with a strong focus on improving the student experience;
- Developing an enhanced level of academic/educational activities with the nine partner UK universities, consistent with USST's international strategy and subject expertise;
- Working collaboratively with USST and ultimately the Management Council of SBC to secure, implement and deliver a vision and strategy for SBC that is sustainable as currently embodied in the Five-year Plan
- Securing and leading a Senior Management Team that has the appropriate mix of skills and experience and working effectively with USST and the Management Executive of SBC.

# ROLE PROFILE: EXECUTIVE DEAN

---

**Role Title: Executive Dean**

**Responsible to: SBC Management Council**

## Summary

- To provide executive and academic leadership for the College and contribute to its ongoing success;
- To develop the framework for the strategic and operational work of the College, including the development and monitoring of the Academic and Operational Plans and related Performance Indicators;
- To ensure that service delivery, including partnerships, deliver to expectations whilst also further strengthening key strategic priority areas;
- To be accountable for the effective deployment of available resources within the College.
- To ensure high academic standards within the College and therefore students' progression.
- To have good communication with UK partners, on the basis of which to develop more collaborative programmes.
- To actively support the Chinese management team appointed by USST in coordinating with Chinese administrative leaders to run the College within the Laws and Regulations of People's Republic of China as well as Guidelines of USST.

## Duties and Responsibilities

### Leadership

- To develop and implement a strategy to deliver the goals of the latest Five-year Plan.
- To lead in the formulation, consideration, development and delivery of SBC strategy and planning;
- To promote the interests of the College both within USST and externally;
- To ensure that key stakeholder relationships are well-managed and that partner organisations are well-informed and engaged in important decisions.

### Strategic Planning and Operational Management

- To implement SBC policy and strategic objectives, and to be responsible for the monitoring and reporting of the College operational plan;
- To manage financial, staffing and other resources to ensure achievement of the College's strategy in compliance with financial and other controls;
- To define the objectives and priorities for the College in terms of teaching and learning, in consultation with other academic staff, and in relation to the College's wider policy objectives;
- To define the objectives and priorities for the College in terms of the academic and operational administration of all SBC programmes;



# ROLE PROFILE: EXECUTIVE DEAN

---

## Strategic Planning and Operational Management (continued)

- To facilitate and oversee the development of all aspects of teaching and administration within the College;
- To foster innovation in the College;
- To lead the College management team, consulting and seeking consensus in the making and implementation of decisions;
- To respond to issues and incidents likely to impinge on the College's reputation and activities in a manner that manages and minimises risk to SBC/USST and the UK partners;
- To contribute to the development and testing of SBC risk and crisis management plans which will be utilised in crisis situations or when serious unexpected events occur.

## Public Relations

- To promote the College as a place of international repute in which to study, research and work and encourage international collaboration and exchange;
- To represent the College as required at local, regional, national and international level; and
- To undertake other such duties as required by the SBC Management Council.

# PERSON SPECIFICATION: EXECUTIVE DEAN

---

The successful candidate will be an acknowledged academic leader with a higher degree in a discipline relevant to the College, gained in a western university. They will provide evidence of high standing in their field and will be known and respected in a relevant professional community. Such a profile is a pre-requisite to the incumbent being accorded the appropriate level of respect and credibility internationally, in the UK and Chinese Higher Education sector, and the College.

## Part One: Knowledge and Experience

- Highly credible academic track record, preferably with distinction in Business or Engineering (both in teaching and research), as appropriate to the needs of the College. Other academic backgrounds will be considered from an exceptional candidate;
- Significant experience of leadership and management in a large, complex and politically sensitive organisation, with exposure to driving continuous organisational change and development;
- Experience of delivering strategic change in a complex environment and managing differing stakeholder needs throughout to ensure a positive outcome;
- Proven ability to work collaboratively with other stakeholders to deliver in line with the agreed Strategic Plan, and to develop a coherent and more expansive vision for future organisational success;
- Significant experience of budgetary planning and a high level of financial management accountability;
- A track record of facilitating the highest quality learning and teaching, administrative and service outcomes through the active recruitment, development and management of people and financial resources;
- Broad-based exposure to other cultures and education systems, ideally gained through living and/or working overseas; first-hand knowledge of the Chinese cultural context and language is highly desirable, but not essential;
- Demonstrable success of building close relationships and partnerships with key influencers in government, relevant agencies, industry and other external stakeholders, coupled with involvement in relevant professional communities.

## Part Two: Attributes and Skills

- Visionary leader, with the ability to inspire and motivate others; proven capability as a team leader and manager, and treats staff and students with respect;
- Demonstrable cross-cultural awareness and understanding, with the ability to achieve results through diplomacy, influence, flexibility and open-mindedness;
- Outstanding written and oral communication skills, in the medium of English, for written work, public relations, networking and team building;
- Acts as an effective ambassador for the College at formal events and meetings, and fosters productive professional relationships with stakeholders;
- An inclusive and collegial management style, with the ability to make logical, well balanced and reasoned decisions;
- Understands developments in the Higher Education arena, both nationally and internationally, and has a high regard for research, scholarship, teaching and learning;
- Willing to travel both nationally within China and internationally.

# REMUNERATION AND REWARD

---

The position is offered initially on a secondment basis, although other arrangements will be considered. The appointment will be for an initial 5-year period, subject to successful review after 3-years.

The Executive Dean will receive a competitive rewards package including:

- A base salary of up to £120k p/a (based on experience);
- Accommodation provision up to £20k p/a;
- Relocation expenses (to be discussed and agreed upon appointment);
- An annual flight allowance of up to 2 return flights (Economy Class) or 1 return flight (First Class) p/a;
- Private medical care;
- Potential for bonus arrangements.

## KEY DATES AND CONTACTS

---

**The closing date for applications is Wednesday, 26th January 2022 at 11am  
(with early expressions of interest strongly encouraged)**

Closing Date	26th January 2022 (11am)
Longlisting Interviews with UK Management Council Representatives (Manchester)	W/C 7th February 2022
Final Interviews	To be confirmed

The timing and location of final interviews will be subject to confirmation and applicable Covid-19 quarantine regulations in China. At the time of writing, interviews are most likely to be held remotely or in-person in Manchester, UK.

Early expressions of interest are strongly encouraged, and if you wish to discuss the opportunity or would like further details and information about the recruitment process, please contact our Recruitment Partners, Atkinson HR Consulting.

**Graham Atkinson**

e: [graham@atkinsonhrconsulting.co.uk](mailto:graham@atkinsonhrconsulting.co.uk)

**Eleanor Walker**

e: [eleanor@atkinsonhrconsulting.co.uk](mailto:eleanor@atkinsonhrconsulting.co.uk)

As part of the process, you are also welcome to further discuss the opportunity, College and context with colleagues from NCUK and/or USST. Initial enquiries should be sent to Alan White.

**Alan White**

e: [alan.white@ncuk.ac.uk](mailto:alan.white@ncuk.ac.uk)

# HOW TO APPLY

---

## Your application should include:

- A full, up-to-date CV
- A covering letter indicating how you meet the criteria in **Part One only** of the person specification. This should set out your relevant experience and what you would bring to the role. The attributes listed in Part Two of the person specification will be assessed if you are invited to interview.
- Contact details for three referees, which must include your current or most recent employer or their authorised representative. Confidential references will be requested for candidates shortlisted for final interviews. We will seek your permission to obtain references before any contact is made.

If you are applying from one of the below UK Universities, please e-mail your application directly to the relevant University representative on the SBC Management Council:

### University of Huddersfield

Prof Jane Owen-Lynch, Pro Vice-Chancellor, Teaching and Learning

### Liverpool John Moores University

Prof Peter Byers, Pro Vice-Chancellor Education

### University of Sheffield

Dr Malcolm Butler, Vice-President and Director of Global Engagement

### Sheffield Hallam University

Prof Chris Wiggington, Pro Vice-Chancellor for Global and Academic Partnerships

Applications from candidates outside of these Universities should be sent to our Recruitment Partners, Atkinson HR Consulting at:

Louise Speksnyder

e: [Louise@atkinsonhrconsulting.co.uk](mailto:Louise@atkinsonhrconsulting.co.uk)



