



Role profile

Job title	Director of Digital Enterprise, University of Nottingham Online	Job family and level	Administrative, Professional and Managerial Level 7
School/ Department	University of Nottingham Online	Location	KMC/University Park

Purpose of role

Reporting to the Chief Executive Officer, lead on the development and delivery of an ambitious programme of product development and growth, including the generation of new revenue streams for the University by engaging a diverse constituency of learners seeking an alternative to an on-campus learning experience.

Driving a University Strategic Project across our tri-campus you will generate, lead and oversee strategies, processes and procedures that will enable the University of Nottingham Online (UoNO) to grow a consistent, scalable, and high-quality suite of online learning experiences that operate within a 'skills-centric and competency-based' learning framework.

Develop and build powerful commercially-focused partnerships for the benefit of the University of Nottingham Online, and provide strategic oversight of content and user experience, creating and delivering a vision for sustainable growth and development of our digital campus.

Lead the operational delivery of UoNO by recruiting and developing a team that directly reports into the role. Lead, line manage and develop the UoNO student services team and work with the Academic Director, who is responsible for the learning technical team, to ensure teams work effectively together to deliver online services.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Strategic development and delivery of UoNO products</p> <ul style="list-style-type: none"> ▪ Develop and implement UoNO short and long-term strategies, working partnership with and gaining buy-in from key stakeholders in line with organisational priorities and the University's strategic objectives for UoNO. ▪ Ensure that the UoNO is an enabler of institutional modernisation and growth. ▪ Work with the CEO and Academic Director to drive the continued development of the University's online portfolio and ensure that the University is equipped to serve a modern audience with its proposition and educational models managed and supported by UoNO. ▪ Identify and deliver against relevant and commercially viable opportunities to shape, expand, and diversify the online product portfolio. Promote and market UoNO to gain the buy-in of key stakeholders both within and beyond the University. 	

	<ul style="list-style-type: none"> ▪ Build relationships with business and industry to grow our B2B offer alongside its B2C counterpart. • Research, analyse and present information to provide expert advice supporting strategic decision-making and influence strategy. 	
2	<p>Establish and implement an effective and efficient operating model for for UoNO. Through this operating model lead on product and service delivery for UoNO.</p> <ul style="list-style-type: none"> ▪ Develop UoNO's operating model and translate into consistent and standardised practices. Lead the delivery of these standard practices. ▪ Lead the prioritisation and management of the product pipeline. ▪ Lead continual improvement to streamline delivery and ensure optimal efficiency, productivity and value for money of UoNO activity on behalf of the University. ▪ Lead on effective governance and organization of strategic and business planning processes. ▪ Strategic oversight and delivery of implementation plans, ensuring effective co-ordination and delivery. 	
3	<p>Strategic leadership and management</p> <ul style="list-style-type: none"> ▪ Provide people-focused leadership; creating and setting a vision for the future, which staff and stakeholders understand and with which they engage purposively. ▪ Facilitate the development and empowerment of all staff supporting them to excel and ensuring they have the right skills and composition to deliver. ▪ Foster a culture of continuous improvement and high performance that reflects UoNO's values. ▪ Develop frameworks to measure and monitor performance for operational delivery and to drive forward strategic plans. ▪ Continue to consolidate systems and processes for robust performance management, utilising performance data to make improvements. ▪ Identify service delivery issues, requirements or areas of underperformance and take necessary action. ▪ Encourage collaboration and cross team working, fostering a culture of support and respect for one another. ▪ Develop and deliver appropriate structures for management, consultation, decision making and communication with staff and external partners. ▪ Deputise for the CEO as required. 	
4	<p>Governance and assurance</p> <ul style="list-style-type: none"> ▪ Be responsible and accountable for all reporting of UoNO business activity and performance to relevant governance boards e.g. Commercial Governance Board. 	
5	<p>Budget management and income generation</p> <ul style="list-style-type: none"> ▪ Be responsible and accountable for the financial planning, management and performance of UoNO ensuring that the right opportunities are identified, explored, approved and delivered against. 	
6	<p>Stakeholder engagement and third party management</p>	

	<ul style="list-style-type: none"> ▪ Promote the activities of the digital campus across the entire University, engaging staff and supporting them in the early adoption of embedded digital practice in teaching, learning and assessment. ▪ Liaise with internal and external stakeholders such as Awarding Bodies, Agents/Partners, corporate clients and the student community to continually enhance a strong online offer and deliver a USP for market differentiation through learner and business success. 	
7	<p>Technical, infrastructure and systems development</p> <p>Lead on (with the support of Digital Technology Services (DST) colleagues) the procurement of technologies; platforms, application and software solutions for UoNO</p>	

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ People-centred and inclusive leadership skills with a commitment to equality of opportunity for all. ▪ Strategic thinking, with effective analytical capability to facilitate conceptual thinking, innovation and creativity. ▪ Proven ability to identify and deliver against commercial opportunities. ▪ Ability to analyse and interpret highly complex information. ▪ Ability to exercise judgement, make decisions and take appropriate risks. ▪ Ability to plan, manage, adjust and deliver complex projects. ▪ Critical thinker with strong analytical and problem-solving skills. ▪ Proven ability to lead an organisation in an uncertain environment. ▪ Proven interpersonal skills to work with colleagues at all levels. 	<ul style="list-style-type: none"> ▪ Evidence of an ability to innovate and to create an innovative culture.

	<ul style="list-style-type: none"> ▪ Ability to persuade and influence in a complex environment. ▪ Ability to interpret and communicate highly complex, sensitive or contentious information orally or in writing. ▪ Ability to prepare and deliver presentations and reports to a variety of Committees. ▪ Demonstrable commitment to the values and entrepreneurial spirit of the University. 	
<p>Knowledge and experience</p>	<ul style="list-style-type: none"> ▪ Significant experience of effectively managing, developing and expanding teams. ▪ Direct experience of large-scale business and financial planning and management within a new business 'start-up' environment. ▪ Proven design, development and delivery capabilities across complex commercial and education projects. ▪ Leadership of change activity, involving infrastructure and systems, to improve services and satisfaction. ▪ Evidence of building partnerships and specifically evidence of collaborative working across multidisciplinary teams. ▪ A comprehensive understanding and knowledge of online learning markets, practices and technologies. ▪ An established network of contacts across digital education markets, both domestically and internationally ▪ Experience of leading effective collaborations with third party suppliers 	<ul style="list-style-type: none"> • Experience of representing industry leading and innovative brands to external markets and a variety of audiences.
<p>Qualifications, certification and</p>	<ul style="list-style-type: none"> ▪ Degree level or equivalent 	<ul style="list-style-type: none"> ▪ PRINCE2 ▪ Agile ▪ MBA

training (relevant to role)		
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The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Role models the highest ethical standards to cultivate a collaborative workplace that develops talent and enhances wellbeing, whilst also balancing the needs of the various stakeholders.
- Taking ownership** Translates the vision into a strategy for own area, enabling people to take the right action for the wider organisation. Can resolve complex problems, balancing the needs of varied stakeholders.
- Forward thinking** Always has the overall strategic goal in mind, manages to stimulate agile and forward thinking in others, motivating them and giving them the confidence to drive for continuous improvement.
- Professional pride** Goal is to be best in class; ensuring this can be achieved in line with long term strategy regardless of short term challenges. Supports people to do what is best for both the organisation and the department.
- Always inclusive** Promotes how collaboration and positive partnerships are essential to success, constantly looking ahead to explore how to involve other potential stakeholders.

Key relationships with others



