

Post Details		Last Updated: 11/08/2022	
Faculty/Administrative/Service Department	Education Office		
Job Title	Director of Surrey Online University Learning (SOUL)		
Job Family	Professional Services	Job Level	7a
Responsible to	Pro-Vice Chancellor, Academic		
Responsible for (Staff)	None		
<u>Job Purpose Statement</u>			
<p>The Director of Surrey Online University Learning (SOUL) will devise, create, and deliver the University of Surrey's digital quality innovative online learning products and courses that address both individual and business needs in the B2B and B2C markets. In addition to Online Learning, The Director of SOUL will be responsible for the development of strategic partnerships with regional, national, and international businesses to drive income and student numbers against agreed financial targets.</p> <p>SOUL's portfolio will ultimately include:</p> <ul style="list-style-type: none"> • Online CPD courses to enable professionals to upskill in new skills or subjects. • Small Private Online Courses (SPOCs) which make world-class learning accessible to anyone looking to gain new skills and knowledge without relocating. • Micro Credentials: small 5/10/15 credit modules that are 'stackable' and can form the foundation for PG qualifications. • Full Online Post-Graduate Degrees 			
<u>Key Responsibilities</u> This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum)			
<p>The Director of SOUL plays a critical role and will:</p> <ol style="list-style-type: none"> 1. Provide leadership and direction for the SOUL team, driving the development and implementation of the SOUL market growth strategy. 2. Provide strategic insight and thought leadership for the development of online and distance learning across programmes. 3. Bring together existing online practice across the University within the SOUL brand to ensure a full and comprehensive approach to online learning. 4. Assess and research the Online Programme Management (OPM) market, assess internal requirements and procure an OPM that can manage SOUL courses and content, ensuring value for money and return on investment. 5. Build the relationship with the OPM company, ensuring the introduction of the system is timely, effective, and within budget, and a performance relationship is evaluated and developed. 6. Create and deliver a team structure to implement and evolve SOUL products and the SOUL brand across the University and in the external market. 7. Create effective quality assurance and measurements to ensure all courses are evaluated during their development and meet the quality standards that will drive the University's reputation for innovative, error free, high-quality products in the external market. 8. Build strong relationships across Faculties, leveraging insights and expertise to ensure the right courses are selected for commercial viability to meet the University's commercial and financial targets. 9. Make recommendations to the Executive Board on performance metrics and SLAs. 10. Develop strategic partnerships with regional, national, and international businesses to drive income and growth against agreed financial targets. <p>N.B. The above list is not exhaustive.</p>			

All staff are expected to:

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

Elements of the Role

This section outlines some of the key elements of the role, which allow this role to be evaluated within the University's structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role.

Planning and Organising

- The post holder will lead, recruit, and motivate the SOUL team, creating a culture and working environment to drive growth and facilitate high performance.
- The post holder will work with the Pro-Vice Chancellor Academic, Head of Digital Learning, and Academic Advisory Board to identify opportunities for new courses.
- The post holder will work with Faculty Leadership to ensure the thorough evaluation of the design and delivery of programmes, including academic quality and student experience.
- The postholder will lead the development of the implementation plan for SOUL, including broader consultation with the academic community and the development of associated financial and non-financial targets and milestones.
- The postholder will negotiate, advise on, and lead commercial arrangements with clients and partners including the OPM.

Problem Solving and Decision Making

Problem solving and decision making are integral to many elements of the work undertaken by the post holder.

- The post holder will resolve any major problems which arise in SOUL's delivery of online programmes.
- The postholder will work with the Pro-Vice Chancellor Academic and CFO to develop budgets and financial plans for the SOUL programmes.
- The postholder will negotiate, advise on, and lead commercial arrangements with clients and partners, including the OPM.
- The post holder will work with Faculties to make sure the right courses are selected, taking into account workload and existing priorities.
- The post holder will make recommendations to the Executive team on performance metrics and SLAs.

Continuous Improvement

- The post holder will lead and support the development of a longer-term strategy for SOUL which will include an assessment of market conditions, resource implications and potential risks.
- The post holder will lead the optimisation of SOUL's operating model for the development and delivery of online programmes, ensuring continuous improvement in response to learner, business partner, and academic feedback, and product innovation in response to new technology and market trends.
- The post holder will work with Pro-Vice Chancellor Academic to lead the identification of new opportunities (products and target markets) for developing SOUL programmes, preparing detailed business cases to support additional investment when required.
- The post holder will own the relationship between the SOUL, the Academic community, and the OPM, maximising the benefit for Surrey by liaising at senior levels to develop and grow the partnership, ensuring the OPM and Surrey deliver their contractual obligations and resolving problems as they occur.

Accountability

- The post holder will develop a public presence in the industry and network at a senior level among peers and clients, through business development, networking, and public relations activities, client meetings, professional networks and events, and School events and public conference.

Dimensions of the role

- The post holder is responsible for a sizeable budget that reflects the University's ambition in this area.
- The post holder will have an immediate and long-lasting impact on the University as they lead the thinking and strategic delivery of the growth of SOUL.

Person Specification This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Qualifications and Professional Memberships

- Professionally qualified with a relevant degree/postgraduate qualification, plus a significant number of years' relevant leadership experience, or substantial experience and proven success in strategically important broad function/specialist

Or:

- Substantial and extensive vocational experience demonstrating professional development and achievement in a series of progressively more demanding, influential and broad work roles, backed by evidence of deep and broad knowledge of the whole functional work area.

E

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).

**Essential/
Desirable**

**Level
1-3**

Commercial drive and proven ability with an entrepreneurial approach. This role will be financially incentivised to grow and retain learners.

E

3

Experience of securing and negotiating commercial contracts

E

3

Excellent knowledge of the global online learning market and how it's evolving

E

3

In-depth knowledge of UK HE Sectors and Key Challenges

E

3

Be IT literate with competency in the use of software packages including Word, Excel, PowerPoint.

E

3

Experience of leading a UK University Online

D

3

Special Requirements:

**Essential/
Desirable**

The post-holder will be required to work outside normal start and finish times on occasion

E

Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.

**Level
1-3**

Communication

3

Adaptability / Flexibility

3

Customer/Client service and support

3

Planning and Organising

3

Continuous Improvement

3

Problem Solving and Decision Making Skills

3

Managing and Developing Performance

3

Creative and Analytical Thinking

3

Influencing, Persuasion and Negotiation Skills

3

Strategic Thinking & Leadership

3

This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.

Organisational/Departmental Information & Key Relationships

Background Information

The University of Surrey is a leading teaching and research UK Higher Education institution, ranked within the top-10 for overall student satisfaction in the 2022 National Student Survey, ranked 18th in the recent Complete University guide and has excellent REF results with over 40% of research rated as world leading.

The University of Surrey currently has a small online provision but a big ambition to grow this considerably. We want our reputation for world-leading teaching and research to reach a global audience of lifelong learners.

Over the last 12 months the University has explored its internal capability and capacity, as well as investigated external market demand through consultancy. This has led to approval to appoint a Director of SOUL to take forward and shape this key strategic priority for the University.

Relationships

The post-holder will report directly to and develop a close working relationship with the Pro Vice Chancellor Academic. They will work closely with other senior stakeholders, for example but not limited to the Chief information and Digital Officer (CIDO), Vice-President (Strategy), Director of Surrey Institute of Education and Head of Digital Learning.

The post holder will liaise on technical matters internally with central IT services and externally with contractors and/or service providers.

The post holder will engage with other universities to share good practices in order to enhance online learning design and delivery.

The post holder will work with professional and academic staff based in the Faculties and help develop university-wide understanding of how innovative approaches to online learning and teaching can best be used to enhance the learners' academic experience through technological environments.

The post holder will liaise with technical and support teams from across the University to ensure coordination and integration with other relevant business processes and initiatives.