

Assistant Principal (External Engagement)



Role Description

GRADE

ULT member

LOCATION

This role will be expected to operate across all three university campuses [Sighthill, Merchiston, Craiglockhart Edinburgh]

LINE MANAGER

Principal and Vice Chancellor

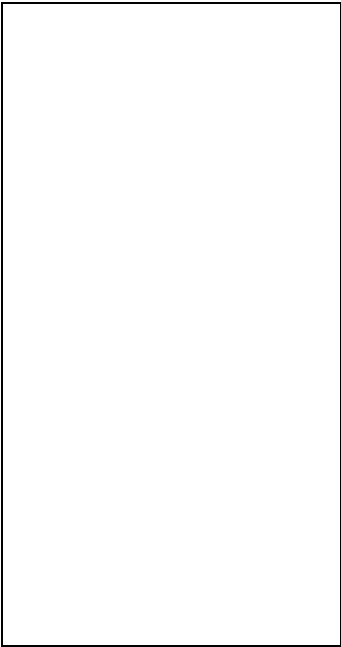
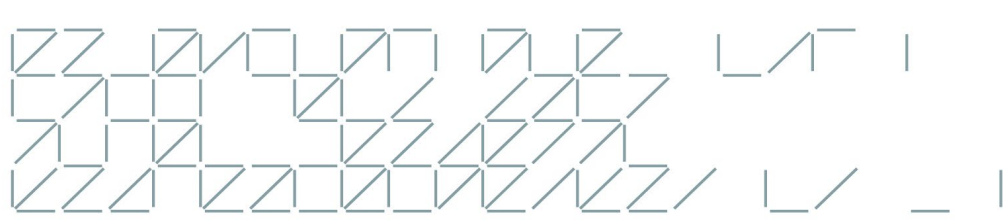
Role Summary

The Assistant Principal (External Engagement) is an important University Leadership role, responsible for rethinking Edinburgh Napier University's external engagement strategy and designing and implementing the means by which this will be delivered. The role is proposed for a period of 12 months with the ability to extend, if necessary, at which point the role profile may be reviewed.

There will be 3 component parts to the role:

- An analysis of external opportunities and potential sources of income or impact. This will be linked to an internal analysis of existing and future capability and current performance.
- The output from this work will be a recommendation for the design of a unit to deliver on external engagement, which will serve the diverse needs of the dispersed external responsibilities of the senior team.
- This unit will be formed and run by the Assistant Principal for a period to sense-check effectiveness, developing KPIs and timelines for actions and outputs.

This is an outward facing role, which will lead on developing university benefitting relationships across the public, political and private sectors and which will build ongoing connections between the university and external



stakeholders, including government agencies, community groups, and businesses both nationally and internationally.

Line Management Responsibility for:

This role does not have any line management responsibilities.

Main Duties and Responsibilities

External Engagement Strategy Development

- Enhance and define the university's external engagement strategy, ensuring alignment of the strategy with the university's mission and goals.
- Stay informed about trends and innovations in higher education engagement strategies using this knowledge to continue to shape and refine the University's strategy.

Opportunity Analysis

- **External** - conduct a comprehensive analysis of external opportunities for income generation and impact and identify potential partnerships and collaborations with external organisations and bodies.
- **Internal** - Analyse the university's existing and future capabilities related to external engagement. Evaluate current performance metrics to identify areas for improvement.

Unit Design Recommendation

- Develop recommendations for the design of a dedicated unit to deliver on external engagement initiatives. This unit should address and respond to the diverse needs of the university and the senior team's external responsibilities.

Unit Formation and Management

- Lead the formation of an external engagement unit and oversee its initial operations. Implement and manage the unit's functions to ensure effective delivery of engagement strategies.

Effectiveness Monitoring and Continuous Improvement

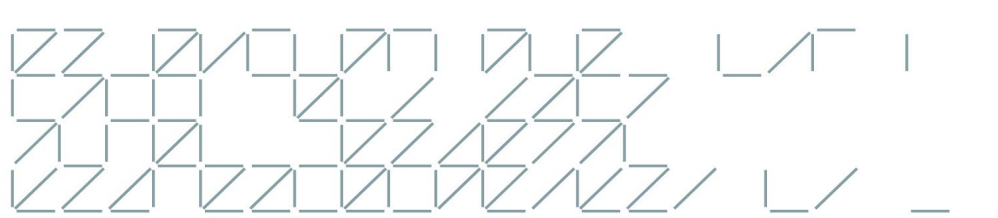
- Sense-check the effectiveness of the external engagement unit's operations, developing key performance indicators (KPIs) and timelines to measure action, outcomes and outputs.
- Foster a culture of continuous improvement based on feedback and evolving best practices in external engagement. -

Communication & Stakeholder Engagement

- Make recommendations to the senior leadership team on engagement, providing regular updates on unit performance and adjustments needed to achieve objectives.
- Build and maintain relationships with stakeholders, both internally and externally, to promote engagement initiatives.

Other

- Undertake other duties as requested by the principal or as reasonably expected of a senior leader, including leading and managing specific projects, convening key committees and panels, attending graduations, representing at key forums nationally or internationally.



- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with all applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).

PERSON SPECIFICATION

ESSENTIAL DESIRABLE

Education / Qualifications

- Degree level qualification with professional body qualification and membership as appropriate.

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Skills / Experience

- Substantial leadership experience of working at a senior level within a large, complex organisation;
- Outstanding written and verbal communication skills, showcasing clarity and focus, along with the ability to influence, guide, and challenge effectively.
- A proven track record in identifying opportunities for intellectual connections, developing successful networks and engagement strategies.
- Demonstrated excellence in leadership and management skills, capable of building, empowering, enabling, motivating, and challenging teams and individuals to foster a positive, high-performance culture.
- Personal gravitas to represent the University with impact to a wide range of internal and external stakeholders;
- Ability to translate a vision for the university's engagement into actionable strategies and outcomes;
- Excellent written and oral communication and presentation skills to engage diverse stakeholders effectively with complex issues and ideas;
- Collaborative and persuasive with the ability to strategically influence and build effective partnerships and productive relationships with a diverse range of internal and external stakeholders.
- A creative, resilient and solution focused approach to solving complex matters with confident, evidence-based decision-making abilities, balancing opportunity, and risk;
- Excellent interpersonal skills and negotiation skills with highly developed qualities of judgement and integrity;

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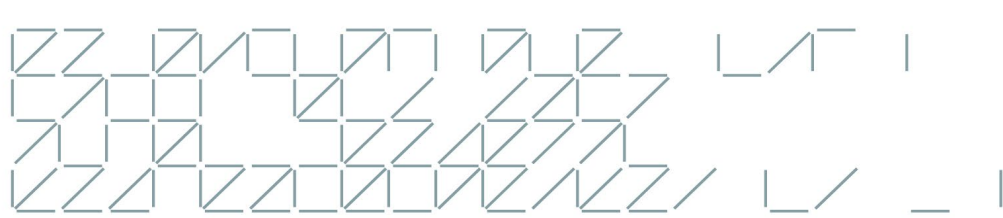
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| • An inspirational leader, with a proactive, dynamic, can-do attitude; and the skills and experience to deliver on key objectives within their portfolio; | ✓ |
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| • Excellent written and verbal communication skills, showcasing clarity and focus, along with the ability to influence, guide, and challenge effectively | ✓ |
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| • Values diversity and difference, operates with integrity and openness, and encourages collegiality through an engaging leadership style; | ✓ |
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| • A comprehensive understanding of higher education purpose, with the ability to identify implications for the university and make informed recommendations for policy development. | ✓ |
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