



Executive Director Recruitment Pack

A message from the Chair of the AUA Board of Trustees



Thank you for expressing an interest in becoming the Executive Director of the AUA.

The Association of University Administrators (AUA) is the professional association for higher education professional services. For 60 years we have been advancing higher education by connecting and developing professional services staff. As well as being a representative voice for HE professionals within our sector, we create accessible development opportunities which equip HE professionals to thrive in their roles and achieve their career ambitions.

As the demands of the profession increase and the future of higher education continues to evolve at pace, how we adapt and meet the needs of the sector and those within our community has never been more important. In 2020 the Board of Trustees undertook a major research project, the [Future HE Professionals](#), to better understand what the future trends in the world of work mean for professional services and what are the development needs of those working in higher education. This research informed the Association's new strategic vision and the Executive Director will play a pivotal role in delivering this strategy and what is important for our members.

We are a small but ambitious organisation that has achieved a lot since our establishment in 1961. Our Executive Director will share our ambition and lead us into the next stage of our development. You will further develop our relationships with our stakeholders and represent the AUA at a senior level. Key to your success will be your ability to communicate and inspire which will enable you to increase awareness of the AUA, initiate collaborative projects, and lead a committed team in the successful implementation of our strategic priorities.

Your entrepreneurial approach will identify new income and commercial opportunities to generate further investment in membership services and your awareness of marketing communications will drive membership recruitment and retention.

It is an exciting time to join the AUA as we embark on implementing our diamond jubilee strategy. This position offers a fantastic opportunity for an experienced leader to work with a dedicated board, a talented team and an enthusiastic community of volunteers. Working together we will extend the reach of the AUA and enable more professional services staff to reach their potential in their current and future roles within higher education.

We look forward to receiving your application.

Amanda

A handwritten signature in black ink, appearing to read 'A. Olin'.

AUA Chair



Who we are

We are the AUA, the professional association for higher education professional services. We exist to connect and develop our community of practice and to enrich the experience of working in university professional services.

Our strategic vision

We make three promises to our members.

We promise to;

1. Empower your career journey
2. Improve your professional practice
3. Support your professional development

Our values

Our values underpin the nine professional behaviours of the [AUA CPD Framework](#)

AUA members are committed to:

- Advancing education for public benefit through sharing professional knowledge and practice
- Developing our own and others' professional practice
- Actively championing a professional culture of [equality, diversity and inclusion](#)
- Working to the highest standards of fair, ethical and transparent professional behaviour

Our strategy

The AUA has a heritage of 60 years contribution to UK higher education -connecting and developing HE professionals.

During 2020 AUA completed a wide-ranging strategic review supported by a cross-sector project [Future HE Professionals](#). Informed by these insights we are presenting a positive and confident strategic vision in our diamond jubilee year with core commitments equipping our members to thrive in the changing future of higher education.

Empowering your career journey

At the heart of our membership offer is AUA's Continuing Professional Development Framework for HE Professional Services – a dynamic tool which works at an organisational and individual level, for professionals at all career stages, and across all professional roles. We want to empower members in their career development journey – building on a refreshed CPD Framework with a new online CPD tool, equipping you positively with the skills and attributes you need to excel.

Improving your professional practice

AUA is a diverse community of HE professionals in all parts of the UK. We want to increase members' access to vibrant local and national networks – driving development and improvement in professional practice. Our online publications and resources keep you ahead of the agenda and in touch with the latest insights. Our new mentoring programme will connect you within the largest network of HE professionals in the UK, with opportunities to enhance professional learning, personal effectiveness and success.

Supporting your professional development

We want to extend the reach of our development opportunities -supporting members to build skills, qualifications and capabilities fit for the future. Our transformed development programme will blend face-to-face and online options –a high quality, flexible and engaging offer, anticipating future HE trends and building professional agility and resilience. Our new regional delivery model will enable inclusive access to development across the UK.

We want to connect and develop HE professionals everywhere. Through our sector relationships and partnerships, we will broaden AUA's networks and extend our collaborations – supporting the HE professional services community across the UK.

How we are run

We are governed by a constitution and a Board of Trustees who are responsible for executing our overall vision and direction adopted by the Association at our Annual General Meetings. The AUA is run by a team of eight based in Manchester who are currently working remotely. Over 200 members support the activity of the AUA as volunteers. All funds of the AUA are used to improve and enhance the profession and the individuals working within it.

The AUA is a charitable incorporated organisation (CIO), registered in England and Wales (1179422). AUA Enterprises Ltd is AUA's subsidiary trading company, and is the accounting body for many of the trading activities undertaken by AUA. AUA Enterprises Ltd is registered in England and Wales (07814323).

What we do

Everything we do is about the advancement of the sector.

For individuals we deliver professional development opportunities including a PgCert Programme in Higher Education Administration, Management and Leadership, The AUA CPD Framework, Accreditation scheme, global opportunities, volunteer roles and experiences, resources and publications, events and conferences.

AUA Consulting supports higher education organisations to improve professional services practice and to develop professional services performance. The AUA Mark of Excellence demonstrates investment in professional services staff in the application of the AUA CPD Framework.

Work with us

We are based in Manchester and have an office on campus at the University of Manchester. The team are currently working remotely but will soon adopt a hybrid model. AUA staff are employed by the University of Manchester which means in addition to joining the welcoming and extensive community of the AUA, you'll benefit from the University's unrivalled package of benefits. Find out more [here](#).

About the role

Title: Executive Director

Salary: £52,559 to £62,727 per annum

Hours per week: Full time (Flexible working opportunities considered)

Contract: Permanent

Reports to: Chair of the Board of Trustees

Job purpose:

The AUA is looking for an exceptional Executive Director who will be responsible for enhancing the reputation of the AUA, driving up membership numbers and coordinating the activities of AUA Enterprises Ltd. The Executive Director will network effectively across the sector, maintaining and developing effective partnerships and ensuring a relevant membership offer. In partnership with the Board of Trustees the Executive Director will lead the development of the Association's strategy and objectives, and is accountable for the performance, leadership, development and sustainability of the AUA.

Key Responsibilities, Accountabilities or Duties:

1. To lead the AUA Team and advise the AUA Trustee Board on its long term strategies, professional development, membership, and marketing plans, and budgets and financial plans, ensuring that these reflect the needs of a membership organisation, are appropriately resourced, and regularly monitored.
2. To act as a senior advocate in promoting, representing and negotiating the interests of the AUA in line with its strategic goals, which will include:
 - a. building and maintaining constructive relationships with key stakeholders across the sector, in particular senior university staff and relevant external and professional bodies, to identify new opportunities for added value and revenue
 - b. ensuring that the AUA is seen by higher education senior management teams and other sector bodies as a major source - and a key partner for the development of expertise on university management and administration;
 - c. ensuring that the views of AUA members are represented within the AUA structures and externally to government and sectoral bodies e.g. in significant consultation exercises;
 - d. increasing representation in the press and other media;
 - e. representing AUA on appropriate external bodies, as agreed with the Chair.
3. To shape the membership offer and drive membership development through overseeing the deployment of resources and the implementation of marketing and public relations plans.
4. To ensure coordination of the activities of AUA Enterprises Ltd to maximise opportunities for commercial exploitation.
5. To lead and provide direction to the AUA senior management team to ensure achievement of organisational aims and strategic objectives.
6. To ensure the AUA's governance and policy frameworks are fit for purpose with strong people and financial management systems, complying with statutory requirements and reflecting best practice, which ensure that members are at the heart of all activities and enable the AUA to be sustainable and robust for the future.
7. To develop and champion a high performing, inclusive culture that values and celebrates diversity and is focused on development and positive wellbeing.
8. To ensure that the AUA can positively demonstrate that resources are being used effectively to deliver its charitable and strategic objectives in line with Charity Commission requirements and that delivery is monitored effectively by reporting on key performance indicators focused on outcomes and impact of activity.
9. To be the primary link between the Trustee Board and the staff team, advising the Trustee Board on their obligations as charitable trustees and ensuring these obligations are met.
10. To undertake such other duties as directed by Board of Trustees commensurate with the level of responsibility for the role.

About you

Specification	Essential	Desirable	Examples Measured by
Education and Training	A first degree or equivalent experience	Professional qualification in marketing and/or management	Application form
Work Experience Ability to undertake duties of the post	Demonstrate strong marketing and public relation skills Senior leadership experience Experience in developing and implementing strategic plans and achieving results Able to demonstrate an entrepreneurial approach to income generation and commercial development	Knowledge of HE & FE sector and current issues Experience of working with a Board of Trustees Recent experience of working in a trustee/ membership-led organisation or the voluntary sector	Application form Interview Presentation
Skills and Knowledge Includes abilities and intellect	Knowledge of higher educations and further education sector and current issues. Able to create and communicate a shared vision that energises and inspires Excellent leadership and management skills Excellent written and spoken communications skills, including ability to present with confidence in public forum Able to build and maintain strategic relationships with stakeholders from all backgrounds and at all levels Excellent project management skills with the ability to successfully oversee multiple projects simultaneously		Application form Interview Presentation
Personal Qualities Includes and specific physical requirements of the post - (subject to the provisions of the DDA act)	Able to demonstrate commitment to our values Entrepreneurial spirit and motivation Commitment to high standards of personal integrity and professionalism A willingness to travel for networking purposes is a requirement of the post		Application form Interview Presentation

How to apply

To apply visit [Jobs | The University of Manchester](#)

As an equal opportunities employer we welcome applicants from all sections of the community regardless of age, sex, gender (or gender identity), ethnicity, disability, sexual orientation and transgender status. All appointments are made on merit.

Please note that we are unable to respond to enquiries, accept CVs or applications from Recruitment Agencies.

Enquiries about the vacancy, shortlisting and interviews:

Name: Amanda Oliver, AUA Chair

Email: chair@aua.ac.uk



Connecting
and developing
HE professionals