



**Associate Director of School
(Curriculum and Quality),
Institute of Creativity and
Innovation**

**厦门大学
创意与创新学院**

**INSTITUTE OF CREATIVITY
AND INNOVATION
XIAMEN UNIVERSITY**

Modern University of the Year 2019

(Times/Sunday Times Good University Guide 2019)

No.1 creative specialist in the UK for world-leading research outputs

(REF 2021)

Second largest provider of creative arts education in Europe

No.8 in the UK for Business, Management & Marketing

(The Guardian, 2023)

Ranked the second specialist creative university in the UK

(The Guardian, 2023)



CREATIVE
ARTS
BUSINESS
TECHNOLOGY

Appointment of Associate Director of School (Curriculum and Quality), Institute of Creativity and Innovation

University for the Creative Arts

Dear Applicant

The University for the Creative Arts is fully focused on being the global authority in the creative industries – sharing its expertise, leading research outputs and teaching the next generation of creators and innovators around the world.

We are looking for a leader, someone with the ability to bring individuals from many cultural and disciplinary backgrounds together to build an effective team at our Institute of Creativity and Innovation (ICI), a dual-degree institute founded by UCA and Xiamen University (XMU).

So, I am delighted you have expressed your interest in taking on this challenge and becoming our new Associate Director of School (Curriculum and Quality).

This role is integral to creating an exceptional student experience at UCA through organization, curriculum development, and effectively implemented quality assurance procedures.

As Associate Director, you will support the Director of School in further developing the relationship with Xiamen University, staff recruiting, and industry engagement. You will also participate in growing the scholarly profile at ICI by contributing to its creativity and innovation research portfolio, ongoing professional practice output, or actively enhancing creative education at ICI and beyond.

If you have the leadership skills and the commitment to developing ICI, then I hope you will apply for the post.

Best wishes

A handwritten signature in black ink, appearing to read 'Bashir Makhoul', written over a white background.

Professor Bashir Makhoul
President & Vice-Chancellor



厦门大学
创意与创新学院
INSTITUTE OF CREATIVITY
AND INNOVATION
XIAMEN UNIVERSITY

Creativity
Critical Thinking
Communication
Collaboration
Compassionate Intelligence

Appointment of Associate Director of School Institute of Creativity and Innovation, University for the Creative Arts

Dear Applicant

I am delighted you have expressed interest in the role of Associate Director of School, Institute of Creativity and Innovation at UCA.

UCA is a university free of borders and boundaries – there are no limits to the possibilities for our staff and students, especially going forward with our ambition to establish ourselves at the forefront of the creative industries. And whether it's creativity with an arts, technology, or business focus, UCA is a place to flourish and make a difference.

Opened in September 2020, UCA's Institute for Creativity and Innovation (ICI) in Fujian, China is a specialist creative higher education institution established and operated in partnership with Xiamen University. ICI programmes meet the high standards of the UK higher education system and apply UCA's leading pedagogical approaches to creative education in the Chinese context.

ICI students develop skills that are essential to adapting in a rapidly changing world: creativity, critical thinking, communication, collaboration, and compassionate intelligence. At ICI, students learn and apply these skills within the context of design, developing foundational design skills that can be applied across all design disciplines, along with discipline-specific design skills in Digital Media Arts, Environmental Design, or Visual Communication Design. Successful graduates of our programs will be well equipped to offer creative solutions to design problems at local, national, or international levels.

The role of Associate Director of School is integral to our vision of becoming a leading, international design school, focused on creativity and creative education.

The successful candidate will be passionately focused on an exceptional student experience and will inspire to creatively evolve our curriculum. Diplomacy and negotiation skills will be critical to helping evolve and expand the relationship with our partner university.

If you have the drive to help further develop a new school and can identify with our vision, I hope you apply for this unique opportunity.

Best wishes,

Professor Philip Lambert
厦门大学创意与创新学院 英方副院长
UCA Director of the Institute of Creativity and Innovation

About ICI and UCA

About ICI

The Institute for Creativity and Innovation, a fully integrated campus of Xiamen University, offers a variety of undergraduate and graduate programmes that adhere to the high standards of the UK higher education system and apply UCA's leading pedagogical approaches to creative education.

The ICI ethos places a high value on creativity and emphasises practical creative problem solving based on industry-related projects.

ICI graduates will leave university with an internationally recognised dual degree from UCA and Xiamen University, ready for the job market or for entry to postgraduate programmes.

You will be based at Xiamen University's Zhangzhou campus, which boasts a park-like environment, with mountains to the west, Amoy Bay to the north, and the South China Sea to the east. It is a short commute to Xiamen, the multicultural centre of South-East China.

About UCA

For 160 years, UCA have been passionate advocates for creative education and research. We're the UK's top creative specialist university, offering courses in Architecture, Crafts, Fashion, Graphic Design, Illustration, Fine Art, Photography, Film, Media, the Performing Arts, Creative Business, Games and Creative Technology.

But we're a lot more than that.

Our ambition

We inspire people to use their creativity to drive change, overcome challenges and improve the lives of others.

Our campuses across Surrey and Kent – and our homes within partner organisations such as Maidstone Television Studios and our Institute for Creative Innovation in Xiamen, China – all have one thing in common: they are places to forge inspiring partnerships, make work with purpose and build real solutions to human problems across the globe – whether that's as part of our vibrant research community, or on one of our courses.

To read about our 2018 – 2028 strategy, please visit: uca.ac.uk/About-Us/OurStrategy

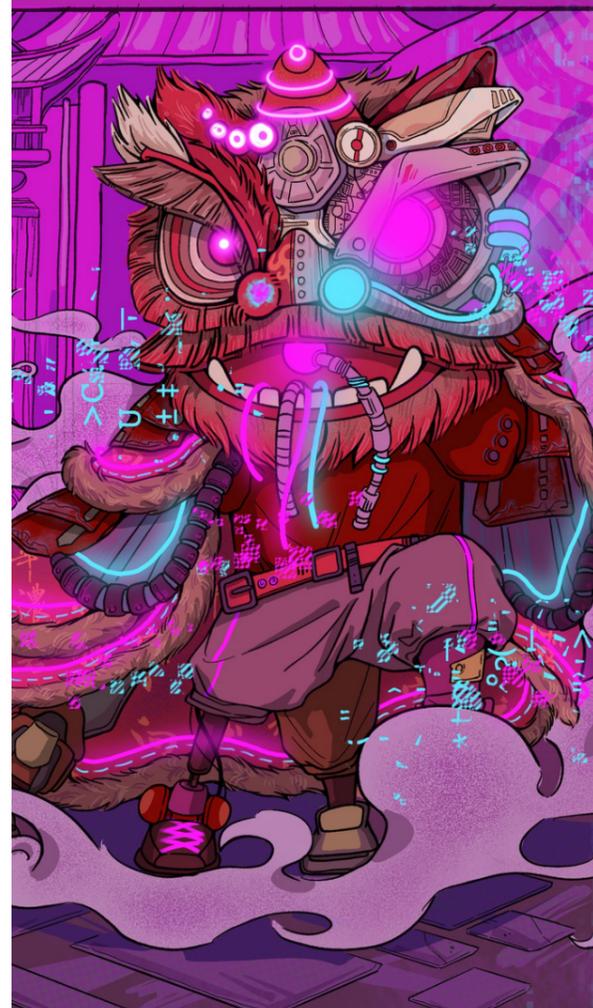
To read more around the successes of UCA and for more detail on the Senior Leadership Team, please visit: uca.ac.uk/About-Us

Our community

At UCA, you can work with our creative and business experts, be inspired by our students, use your talents and skillset to make a positive impact on the world and build a professional network that will stay with you throughout your career, and beyond.

An inclusive culture

We actively work towards UCA being a diverse and inclusive community where people have a strong sense of belonging. You can find out more [here](#) about our journey.



About Xiamen University

Xiamen University is a highly prestigious university in China, their research is internationally recognised for its quality and impact, notably in the fields of Chemistry and Economics.

Located along the coastline, Xiamen University is revered as one of the most beautiful universities in China.

Xiamen University is based in the Fujian province of China and was founded by the Singaporean leader, entrepreneur and industrialist Tan Kah Kee in 1921. At present, its three campuses cover over 600 hectares.

Associate Director of School (Curriculum and Quality), Institute of Creativity and Innovation

Main Purpose and Duties of the Position

Location:
Institute of Creativity and Innovation,
Zhangzhou, China

Grade:
10

Reports to:
Associate Dean, Institute of
Creativity and Innovation

Responsible for:
UK Link Tutors (5)

Summary of Main Job Purpose

To be a key member of the management team of the Institute of Creativity and Innovation (ICI), supporting the Director of School to successfully deliver the strategic goals for ICI agreed by the Joint Management Committee. To lead curriculum development and review and have responsibility for the quality assurance and enhancement of ICI undergraduate courses.



Main Duties/Responsibilities

Leadership and management

- To support the Director of School in successful deployment of academic and support staff, technical and financial resources to deliver high quality education at ICI.
- To prepare such planning papers and reports as may be required to assist the strategic development of the courses and the Institute.
- To be a member of the ICI management team and represent ICI on the University for the Creative Arts (UCA) and Xiamen University committees as required.
- To oversee curriculum development of the ICI undergraduate courses and ensure the continuous improvement of the quality, effectiveness, and efficiency of the provision.
- To work with UK Link Tutors to promote best practices in teaching and learning on ICI undergraduate courses and facilitate communication with other UCA schools.
- To act as line manager and Performance Development Review (PDR) Manager for UK Link Tutors.
- To provide induction, support, and training to staff on the development of teaching, learning and assessment, regulations, and university processes and procedures.

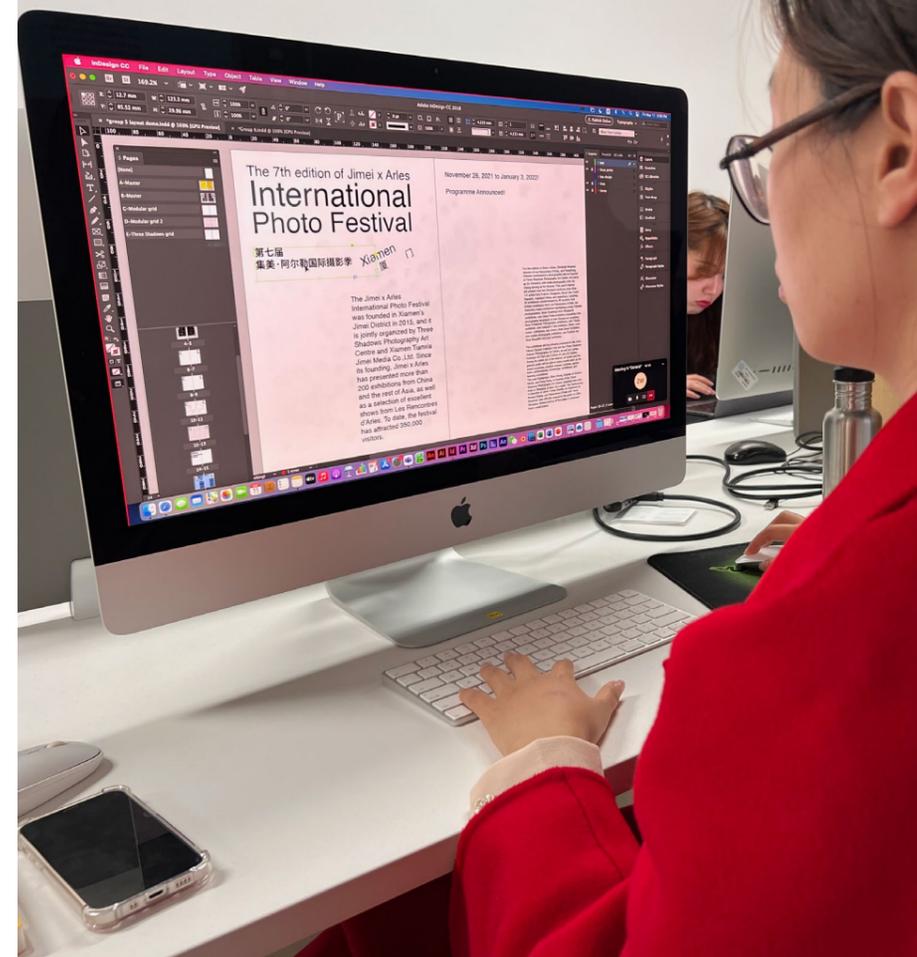
Main Duties/Responsibilities continued

Quality Assurance and Enhancement

- To organise all UCA quality assurance related activities at ICI, in collaboration with Xiamen University as appropriate.
- To ensure assessment is carried out according to UCA policies, that grades are internally and externally validated, and that grades are entered into UCA's system within agreed to times frames.
- To ensure course-level Annual Academic Monitoring is carried out according to UCA policies and support the Director of School in preparing and implementing the School Quality Improvement Plan (SQIP).
- To develop strong links with and facilitate communication between ICI and the UCA Department of Quality Assurance and Enhancement.
- To act as a source of expertise on all quality-related matters and deliver training on relevant regulations and guidance from the QAA, Office for Students, and other relevant sector bodies.

Student learning experience

- To support the teaching objectives of ICI by delivering teaching through allocated lectures, tutorials and other forms of teaching.
- To set and mark coursework and exams and providing constructive feedback to students.
- To develop own teaching materials, methods and approaches. Obtain and analyse feedback on own teaching design and delivery to facilitate this.
- To provide supervision to students, giving advice on study skills and helping with learning problems. To identify the learning needs of students and define learning objectives.
- To supervise student projects, field trips and, where appropriate, placements.
- To maintain active links with industry and professional practitioners and to bring these networks to the ICI for the benefit of students.
- To work closely with the English team to integrate academic study with supporting students' improved English language proficiency.



Student learning experience continued

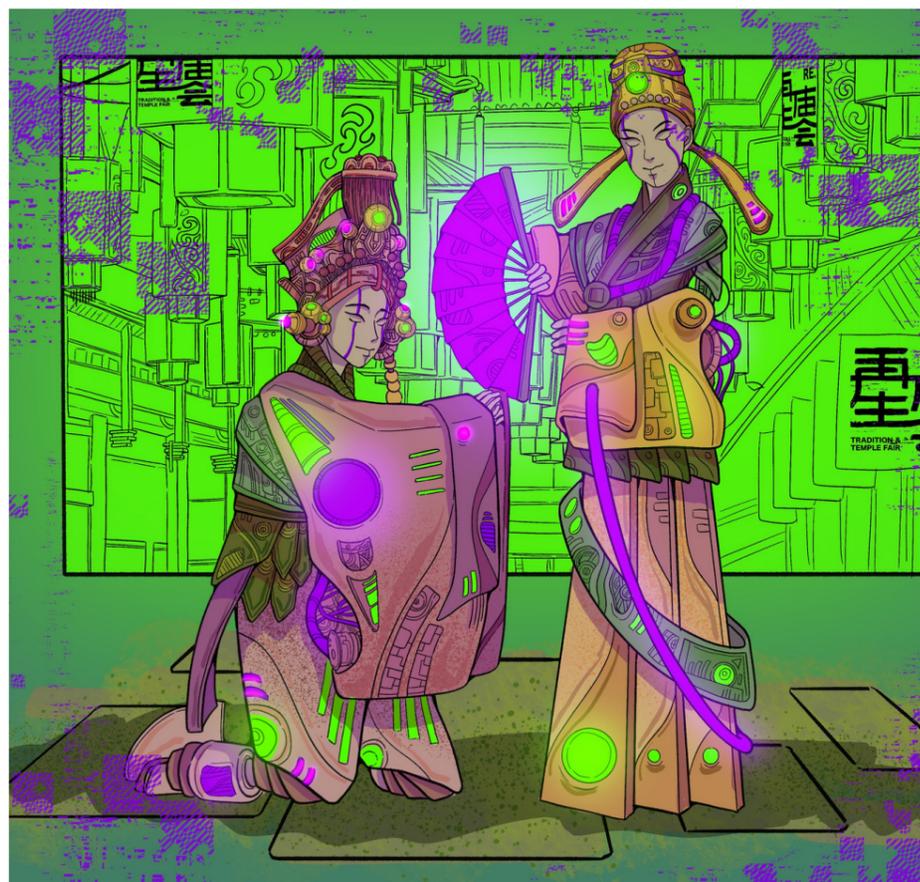
- To monitor students progress regularly and provide additional support to students if necessary.
- To work closely with staff from other disciplines at the ICI to offer students crossdisciplinary study experiences.

Research, Professional Practice and Pedagogy

- UCA operates Academic Career Fields that recognise and support the expertise of academic staff in Research, Professional Practice or Creative Education fields. Staff may be supported with time and resources for advanced research and professional practice in discussion with their line-manager.

Other Duties

- To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade.
- Take responsibility for the health and safety of yourself and others in carrying out the duties of the role.
- To promote equality, diversity, and inclusion in performance of your duties.
- To take responsibility for safeguarding of children and vulnerable adults as a member of UCA staff.
- To actively participate in learning and development to meet the requirements of your role and the organisation.



Selection Matrix

This matrix identifies the criteria which will be needed to be effective in the post. These will be used for selection purposes.

Criteria	Essential	Desirable	Used to shortlist
1 Higher degree in a relevant subject (PhD highly desirable).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 Teaching qualification or equivalent relevant professional experience.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 Experience of higher education management and leadership including the ability to lead academic teams.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Knowledge of HE sector and underpinning frameworks for regulation. Ability to develop this to expert level in relation to specific projects.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Evidence of excellent teaching in an international setting.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Evidence of successful curriculum development.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Excellent written and verbal communication skills.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Able to demonstrate independent and self-managing approach to working.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 Evidence of senior level research/professional practice.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11 Evidence of senior level educational development.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12 Senior Fellowship of the Higher Education Academy.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



How to apply

If you would welcome an informal discussion about this role, please contact the Associate Dean, Philip Lambert by email Philip.Lambert@uca.ac.uk.

To apply, please click on the link below and send your CV and a covering letter outlining your suitability for the role.

[Professional/Support - Jobs at the University for the Creative Arts \(uca.ac.uk\)](https://uca.ac.uk/jobs).

Closing date: **open until filled**

The University for the Creative Arts (UCA) aims to be a welcoming and inclusive University that is truly representative of all sections of society. We particularly encourage applications from people from minoritised ethnic groups and people with disabilities who are currently under-represented within the University.

UCA Leadership

President and Vice-Chancellor
Professor Bashir Makhoul

Deputy Vice-Chancellor
Professor Simon Macklin

Chief Operating Officer
Professor Mark Ellul

Pro Vice-Chancellor (Global Engagement)
Vacant

Pro Vice-Chancellor (Student Experience)
Professor Sarah Clark

Assistant Vice-Chancellor
Professor Terry Perk

Director of People & Culture
Angela Fisher

Head of Corporate Governance
Sam Weir

ICI Management Team

Associate Dean
Professor Philip Lambert

Subject Lead, Visual Communication Design
Mark Bellingham

Subject Lead, Digital Media Arts
Vacant

Subject Lead, Environmental Design
Ben Smart

Subject Lead, Shared Units
Dr. Duncan Breeze

Subject Lead, English for Academic Purposes
Stephen Manning

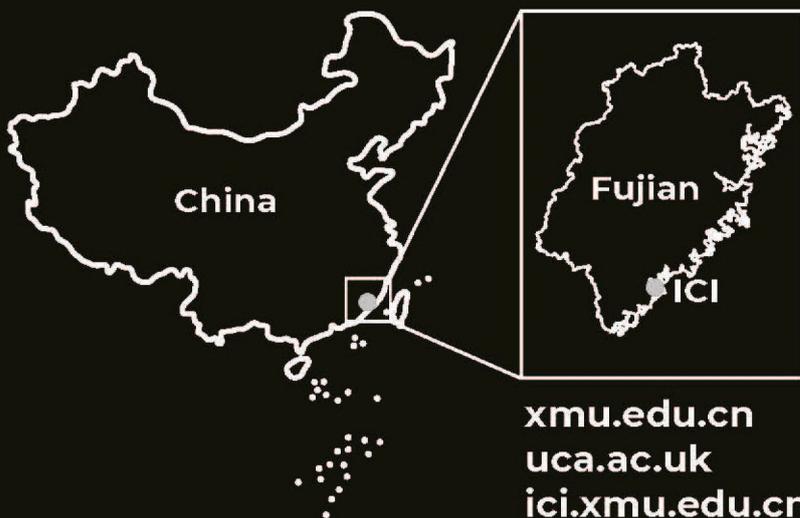




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