

# Job Description

Enterprise Creation Manager  
Bradford-Renduchintala Enterprise Ecosystem

Professional Services



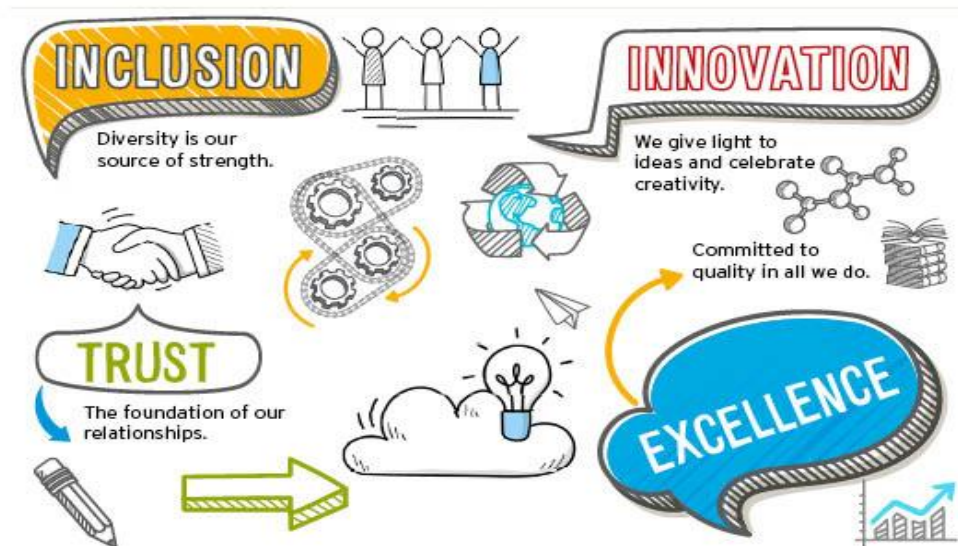
## Brief summary of the role

Role title:	Enterprise Creation Manager
Grade:	8
Faculty or Directorate:	Research, Innovation & Business Engagement
Service or Department:	Bradford-Renduchintala Enterprise Ecosystem (BREE)
Location:	Bright Building, University of Bradford Campus
Reports to:	Deputy Director of Bradford-Renduchintala Enterprise Ecosystem (Head of Commercial Innovation)
Responsible for:	
Work pattern:	Monday to Friday, full-time, mainly campus-based, flexible hours

# About the University of Bradford

## Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



## Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme..

## Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

## Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

## Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

## Role holder: essential and desirable attributes

### Qualifications

<b>Essential</b>	<ul style="list-style-type: none"><li>• Level 6 qualification (eg first Degree), or equivalent, in a business or marketing related subject or equivalent experience of working in a marketing or communications management role</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Leadership or management qualification</li></ul>

### Experience, skills, and knowledge

<b>Essential</b>	<ul style="list-style-type: none"><li>• Excellent verbal and written communication skills</li><li>• Understanding of enterprise and entrepreneurship</li><li>• Experience of having managed marketing and communications activity</li><li>• Experience of having successfully managed complex projects or programmes</li><li>• Strong influencing skills</li><li>• Experience of generating content for a variety of marketing channels</li><li>• Experience in setting, prioritising, and meeting objectives and performance targets</li><li>• Experience of budget management</li></ul>
------------------	---

	<ul style="list-style-type: none"> <li>• Confident to communicate effectively with diverse individuals inside and outside the organisation using different methods</li> <li>• Ability to interpret and report on statistics and data</li> <li>• A good team player who builds effective working relationships with others</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience of training and development</li> <li>• Experience of managing subcontractors</li> <li>• Experience of managing people</li> <li>• Facilitation and coaching skills</li> <li>• Links with local or international community</li> <li>• Understanding of regional and national enterprise support organisations</li> <li>• Links with investment community</li> <li>• Personal networks with existing entrepreneurs and business owners</li> </ul>

Personal attributes

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Ability to engage with people from a broad range of social, cultural and educational backgrounds</li> <li>• Creative with a positive attitude to new ideas and initiatives</li> <li>• Keen to succeed and achieve excellence</li> </ul>
------------------	--

	<ul style="list-style-type: none"><li>• Ability to tackle difficult and demanding jobs, learning in the process</li><li>• Ability to manage multiple projects and prioritise</li><li>• Flexible attitude to work hours and variety of tasks</li><li>• An understanding of the University's commitment to Equality and Diversity</li><li>• Committed to continuing personal/professional development.</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• An empathetic approach and interest in addressing social inequality</li></ul>

## Main purpose of the role

Lead the engagement of students, researchers, staff, graduates and disadvantaged members of our community in our entrepreneurial programmes, to create vibrant business and social enterprises. This role involves managing communications, as well as building strong internal and external networks that underpin our entrepreneurial ecosystem. In addition to running campaigns, workshops and events, the role involves managing external agencies.

## Main duties and responsibilities

Note: The list below may vary to include other reasonable requests (as directed by university management) which do not change the general character of the job or the level of responsibility entailed

1. Lead communication and promotional activities to raise awareness of and engagement with BREE amongst students, researchers, staff and members of our local and international community.
2. Support the management of the Enterprise Fellowship Programme leading to University academics identifying enterprise opportunities, receiving seed funding, formal training and coaching to enable them to establish successful businesses.
3. Initiate and manage activities which inspire and engage students to participate in the BREE, ensuring balanced and inclusive participation in events and programmes (workshops, mentoring, team building and events).
4. Engaging with community stakeholders, civic sector and NGOs to identify those that would most benefit from capacity building and support for business and social enterprise. Co-ordinate recruitment and provide direct support to community-focused enterprise interventions and (New Dawn) workshops.
5. Identify and engage other facilities on campus and in the city (e.g. prototyping, app development, media etc.) that contribute to the entrepreneurship ecosystem, liaise with key stakeholders, to create a branded network supporting entrepreneurs.
6. Engage and increase staff participation in entrepreneurial opportunities, as founders and supporters of - and investors in - business and social enterprise.
7. Encourage and support graduates to remain in Bradford to establish a business or social enterprise, as part of Graduate Enterprise Programme.

8. Attract overseas talent to our city, to work with the University to establish new business and social enterprises.
9. Lead/support enterprise competitions, pitch events and 'dragons den' investment forums.
10. Oversee seed and prize funding, and reimbursement, ensuring (with support from Enterprise Communications and Engagement Administrator) that expenditure remains in compliance with guidelines on business expenses.
11. Oversee enterprise bursary programmes.
12. Co-facilitate and provide direct support to Accelerated Entrepreneurship programmes for Students, Community, and Staff. Co-facilitate Open Innovation workshops for researchers and SMEs.
13. As a member of the BREE team, provide guidance and coaching to entrepreneurs and enterprise teams, support to recruitment of entrepreneurs, communications, workshops and events, as well as to the strengthening of the University's enterprise curriculum.
14. As a university citizen supporting key student events throughout the year such as Open days, clearing, enrolment, and Graduation.