

Post/Job Title:	Associate Dean Education and Student Experience
Faculty:	Faculty-based
Normal hours per week:	Full time, job-share, part-time and flexible working arrangements are welcomed and will be considered. Some flexibility will be required in order to ensure that key time scales and deadlines are met
Permanency:	Established position
Grade:	11
Accountable to:	PVC Dean of Faculty, with secondary reporting to Dean Education & Student Experience (Office of the Vice-Chancellor)
Accountable for:	As a member of the Faculty Executive the post holder may be required to line manage and/or mentor staff members as directed by the PVC Dean of Faculty
Apprenticeship academic provision and/or support) We are committed to providing a safe environment for all students and staff. As this role comes has contact with apprentices, the postholder must be familiar with our Safeguarding Policy and at all times comply with its requirements to safeguard and protect the welfare of young people and vulnerable adults. This includes attendance on relevant mandatory training.	

Job Purpose

The Associate Dean Education and Student Experience is responsible for providing strategic leadership to the Faculty in the development and implementation of the University's education, student experience and employability plans to innovate and differentiate the curriculum, making our education more experiential, immersive, interactive and student-centred, as we deliver a new institutional strategy through to 2035, aimed at developing highly skilled and employable graduates and entrepreneurs for the future.

Within the Faculty the Associate Dean will provide leadership, driving innovation, academic flexibility and continuous evolution whilst also ensuring that we fully embrace leading edge technology-enhanced learning. This will include responsibility for ensuring a high-performing culture that drives excellence in learning and teaching, increases our social and economic impact in the community, and enhances the student experience and employability.

The post holder will serve as a key representative of the faculty in education and employability forums, working closely with internal and external stakeholders to advance student experience. Additionally, the role ensures that employability initiatives align with the broader university strategy, contributing to academic excellence, student experience, and institutional reputation on a global scale.

As a member of the Faculty Executive Team, the Associate Dean play a vital and visible part in the leadership of all aspects of the faculty, proactively contributing to strategic development and delivery of BU2035.

Main Responsibilities

Leadership Responsibilities:

- As a member of the Faculty Executive Team, play an important role in the leadership of the faculty, proactively contributing to strategic development and delivery of BU2035.

- Provide academic and strategic leadership, ensuring innovation, academic flexibility and continuous evolution whilst also ensuring that we fully embrace leading edge technology-enhanced learning. This will include responsibility for contributing to a high-performing and successful Faculty culture and community able to deliver the strategic aspirations and related financial targets identified in BU2035.
- Within the remit of the role, take responsible for ensuring a working environment which promotes academic, professional and personal staff development in a manner that is consistent with, and gains widespread ownership of the strategic objectives of the Faculty and BU.
- As a senior member of faculty staff, undertake line management and/or mentoring responsibilities as required. This will be defined as appropriate between the post holder and Dean of Faculty.
- Work with the other portfolio Associate Deans (Associate Dean Global and Strategic Partnerships and Associate Dean Research, Innovation and Enterprise) within the Faculty in a coordinated and consistent way. This also includes ensuring the post holder works to their respective portfolio Dean (secondary reporting line) who operates from the Office of the Vice-Chancellor, delivering against BU2035 University objectives and driving these vertically into their faculties for effective strategic alignment.
- Contribute to and lead Faculty-wide activities, initiatives and/or committees. This will include leading transformational change to ensure the Faculty is positioned to maximise opportunities to build on successes.
- Lead by example, delivering education, research and professional practice within own discipline.
- Ensure compliance with regulatory requirements related to areas of responsibility.
- Live the Bournemouth University values and apply these values in the leadership of others.
- Be an ambassador for the Faculty and University, both internally and externally.
- Deputise for the Dean of Faculty as required.

Portfolio Responsibilities:

- Implement the university-wide education, student experience and employability strategies aligned to BU2035 objectives.
- Serve as a primary Faculty representative for education, student experience and employability.
- Provide strategic briefings though reporting proactively and regularly to the Dean of Faculty, other members of the Faculty Executive and the Dean of Education and Student Experience, with up to date information about teaching excellence in general and specifically, performance metrics associated with the quality of the student academic experience. Provide regular performance evaluations against agreed institutional KPIs.
- Manage the faculty response to developing teaching excellence associated with the student lifecycle, including student progression, attainment, completion, satisfaction and employability.
- Ensure the successful performance of the Faculty in relation to the Teaching Excellence Framework and PSRB requirements.
- Lead on all curriculum development setting out clear principles for development.

- Ensure that the Faculty maintains the highest standards of teaching quality and that this is recognised in external assessments.
- Ensure successful implementation of the Faculty operational and enhancement plans, with specific responsibility for excellence in learning and teaching.
- Ensure innovation and strategic intervention in academic provision and digital pedagogy ensuring it is interactive, experiential, immersive, student-centred, future focussed, flexible and technologically enhanced.
- Within the Faculty take the lead in promoting innovation and adoption of new and emerging technologies and alternative, evidence-based modes of delivery.
- In conjunction with the Dean of Faculty, create a flexible learning offer and experience which supports student success and delivers value for money.
- Ensure that the Schools, embed employability and graduate skills, ensuring that BU is preparing global citizens with skills relevant to a digital and technological driven future.
- Lead on the further development of teaching and assessment excellence across the Faculty.
- Across the Faculty, ensure the maintenance and enhancement of academic standards and student academic outcomes including ensuring compliance with OfS Conditions of Registration and requirements relating to apprenticeships.
- Provide strategic leadership within the Faculty for the continued development of an excellent student experience and a culture of excellence in all aspects of student experience, ensuring a coherent cross-university approach to all aspects of student experience, for all students, at all levels across the University.
- Ensure the student voice is heard, considered and appropriate actions are taken in a timely manner, energising, engaging and working with colleagues across BU to drive this.
- Within the Faculty lead the development and implementation of our access and participation plan.
- In conjunction with the Dean, lead the creation and development of new programmes areas responding to market demand, working with the Director of Marketing and Communications.
- Represent the faculty/university at committees and conferences as required by the University.
- Contribute to the leadership and execution of education and employability plans in line with university priorities.
- Support faculty and university leadership in managing education and employability initiatives.
- Provide mentorship and training.
- Ensure that KPIs and income targets are met.

Key Relationships

- Faculty Executive Team
- Portfolio Associate Deans and Deans
- Heads of School
- Student Body / SUBU
- Academic Services
- Student Services
- Careers & Placements

- Partner universities and institutions
- Funding and accreditation bodies
- Academic and industry networks
- Alumni

Information Governance Responsibilities

Data User - comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

Objectives are developed for post holders by the Dean of Faculty and Dean of Education and Student Experience based on the strategic plan. The objectives will be based on delivering the strategy (and the relevant KPIs) and will contain both short (one year) and long term (multiple year) objectives.

Individuals will be assessed annually for their delivery of their objectives.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Equality and Diversity Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. The post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

June 2025

Person Specification

Knowledge (including experience & qualifications)	Essential / Desirable
PhD or equivalent professional qualifications and experience in a relevant discipline	E
Academic standing as a Professor in one of the disciplines offered by the Faculty	D
Extensive experience, knowledge and understanding of quality enhancement, professional body engagement and excellence in teaching and assessing enhancement in higher education	E
Experience and evidence of strategy implementation, successful management of change and maximising performance as a result within Higher Education sector	E
Evidence of successfully leading new developments with partners across the University and wider community	E
Evidence of understanding local, national and international organisations that could impact on the development of an attractive and sustainable academic portfolio within the Faculty	E
Expertise in the portfolio and confident in working at Faculty, and pan-institutional level as required, to support delivery of strategy, management of risk, driving performance and engaging internal and external stakeholders	E
A strong publication record and/or evidence of esteem in a professional context	D
Professional registration where appropriate	E
Senior or Principal Fellowship of the HEA	D
Skills	
Highly developed interpersonal and communication skills: ability to interact and influence effectively with a diverse range of stakeholders including staff at all levels, students and external organisations.	E
Excellent IT, data, and digital skills	E
Attributes	
Strategic thinker	E
Demonstrable ability to lead and motivate staff and teams, providing mentorship and coaching as required	E
Ability to foster collaborative working internally and externally	E
Ability to undertake overseas travel as required	E
Strong commitment to a student experience of the highest standard	E
Credible advocate for the Faculty	E
Ability to act as an effective ambassador for the Faculty and the University with regional, national and international businesses, universities and other organisations	E
Creative, solution-focused approach to solving complex problems	E
Adaptable and able to manage conflicting requirements whilst focussing on key priorities	E
Ability to build effective partnerships and collaborations between individuals and stakeholder groups engendering shared purpose and the opportunity and motivation to achieve objectives	E
Ability to optimise business operations in the current digital environment, and realise future digital potential	E
Strong value-based ethos and high-quality standards	E
Values diversity and difference, operates with integrity and openness, and encourages collegiality through an engaging leadership style	E