



Caithness
Consulting

Executive Search by Professionals,
for Professionals
Our Experience Makes the Difference

Engaged by our client



To recruit a
**Development Executive
(Communications)**

Candidate Information Brief



About our Client

Heriot-Watt University

Education becomes a right not a privilege

Heriot-Watt is a truly distinctive and vibrant global university with five campuses in three countries: partners in 150 countries and over 30,000 students worldwide.

Named International University of the Year by the Times and Sunday Times Good University Guide 2018, walking around the corridors of Heriot-Watt University is like taking a trip around the world! Heriot-Watt has established a reputation for world-class teaching and practical, leading-edge research, which has made it one of the top UK universities for business and industry.

We have an exciting pipeline of projects and initiatives that will transform learning and teaching, enterprise and entrepreneurship as well as robotics and AI. Whilst STEM, management and business are key focus areas, our boutique style university makes us special in areas such as brewing and distilling, health, photonics and quantum sciences.

History

The University's history began in 1821 when the School of Arts of Edinburgh (the world's first Mechanics Institute) was established to "address societal needs by incorporating fundamental scientific thinking and research into engineering solutions".

The Institute revolutionised access to education in science and technology for ordinary people beginning a long and rich tradition of excellence in educating, inspiring and challenging the professionals of tomorrow. It was an early pioneer of equal opportunities, welcoming women as early as 1869 – twenty years ahead of other institutions.

Heriot-Watt University remains true to its heritage of creating and exchanging knowledge for the benefit of society.

It produces graduates, who make a tangible contribution to society, industry and the economy, and develops researchers, who provide solutions to the challenges of the day and to the benefit of the wider economy.

Heriot-Watt University is one of Scotland's leading providers in science, engineering, business management, languages and textiles.

The University has a reputation as Scotland's most international university. One-third of Heriot-Watt students studying in Scotland come from outside the UK – one of the highest proportions of overseas students of any UK university.

Overseas education is supported by the growth of campuses in Dubai and Malaysia, by a network of innovative learning partnerships and via independent (distance) learning delivering education to students in 150 countries around the world.

Approximately 20,000 Heriot-Watt students study outside of Scotland.



One of our Graduate Apprentices arrived in Scotland as a refugee and has gone on to win a prestigious Graduate of the Year Award.

Laurent Galbrun, programme director for Heriot-Watt's Civil Engineering Graduate Apprenticeship, said: "Shams' journey is a testimony to perseverance, dedication and humility. Shams arrived in Scotland from his home country of Afghanistan as a refugee and has gone on to achieve a First Class Honour Degree. Since graduating last year Shams has now taken on the role of work-based mentor for other graduate apprentices and is well on his way to a successful career."

International Outlook

Heriot Watt University has its main campus in Edinburgh (Riccarton); however, the University has four additional campuses, in Galashiels, Orkney, Dubai and Malaysia

The Dubai campus was the first British university to set up in Dubai International Academic City, in 2005 and recently moved to its new location at Knowledge Park which sits in the heart of the Financial district.

The Malaysia campus was purpose built for the University out in Putrajaya and opened in September 2014.

£35 million was invested in the Malaysian campus, which is the first 'green campus' in the country.

Notable Alumni Include:



Sir Christopher John MacRae Whitty
Chief Medical Office for England



Alison Mary Suttie
Baroness Suttie is a British Liberal Democrat politician.



Henry McLeish
Former First Minister of Scotland



Our Impact

1821 Campaign – Updates and Impacts

In 2021 the 1821 Appeal was launched to celebrate the University's Bicentennial, and to raise funds for access and inclusion activities across eight different projects.

A resounding success the 1821 Appeal generated over £4.6m in 13 months bringing life-changing benefits to deserving students in Scotland and around the world.

And thanks to the generosity of our global alumni and donor community, the Appeal will continue to do so for many years to come. The eight different projects supported by the 1821 Appeal are as follows:

Changing lives in communities worldwide (Career Ready)

In Scotland, as part of the Career Ready project, ten school students from disadvantaged backgrounds are now being mentored by local business professionals, who will also provide work experience placements in the summer holidays.

The invaluable connections with business and the immersion in a workplace builds their confidence and aspiration and unlocks the potential of students who happen to have grown up in areas where their apparent career opportunities (and beliefs about them) may have been limited. Donors are helping them open doors to new possibilities and transform their futures.

Denis Goldberg Scholarship

Meanwhile in Rwanda, through the University's Denis Goldberg Scholarship, ten professionals from the renewables sector have been awarded a fully funded place on the distance-learning MSc in Renewable Energy.

This will create significant career opportunities that will benefit not only them but their families and wider communities. One of the scholars is Pauline, an electrical engineer working for solar energy company Munyax Eco in Rwanda.

The plan is to award a further 25 scholarships across southern Africa over the next 12 months

Malaysia and Dubai Projects

1821 Appeal donations are also supporting two innovative scholarship programmes in Malaysia and Dubai, providing a high-quality Heriot-Watt education to talented students from low-income areas who would otherwise struggle to fund any sort of undergraduate course.

The programmes commence with five scholarship students starting July 2022 in Malaysia, and four starting in Dubai in September 2022.

Maths Gym Programme

The Maths Gym programme, also supported by the 1821 Appeal, is proving a highly effective service for students across all our campuses struggling with the maths elements of their courses.

"The Maths Gym has completely changed my outlook towards my degree and future, providing invaluable one-to-one help in a very supportive environment," says actuarial science student Abigail.

Encouraging inclusivity at Heriot Watt

The Appeal is also supporting Heriot-Watt's commitment to create more opportunities in Scotland for Black and Minority Ethnic (BME) students by providing 40 scholarships worth £1,000 each.

One of the first scholarships to be awarded went to accountancy and finance student Shanzay, whose parents had moved to the UK from Pakistan, hoping their children would have the educational opportunities that were never available to them.

[Find out more >](#)



Our Impact

Deaf & British Sign Language (BSL) Project

At the same time, our Deaf and British Sign Language (BSL) Project is providing scholarships to five deaf and BSL undergraduate students and two PhD students over five years.

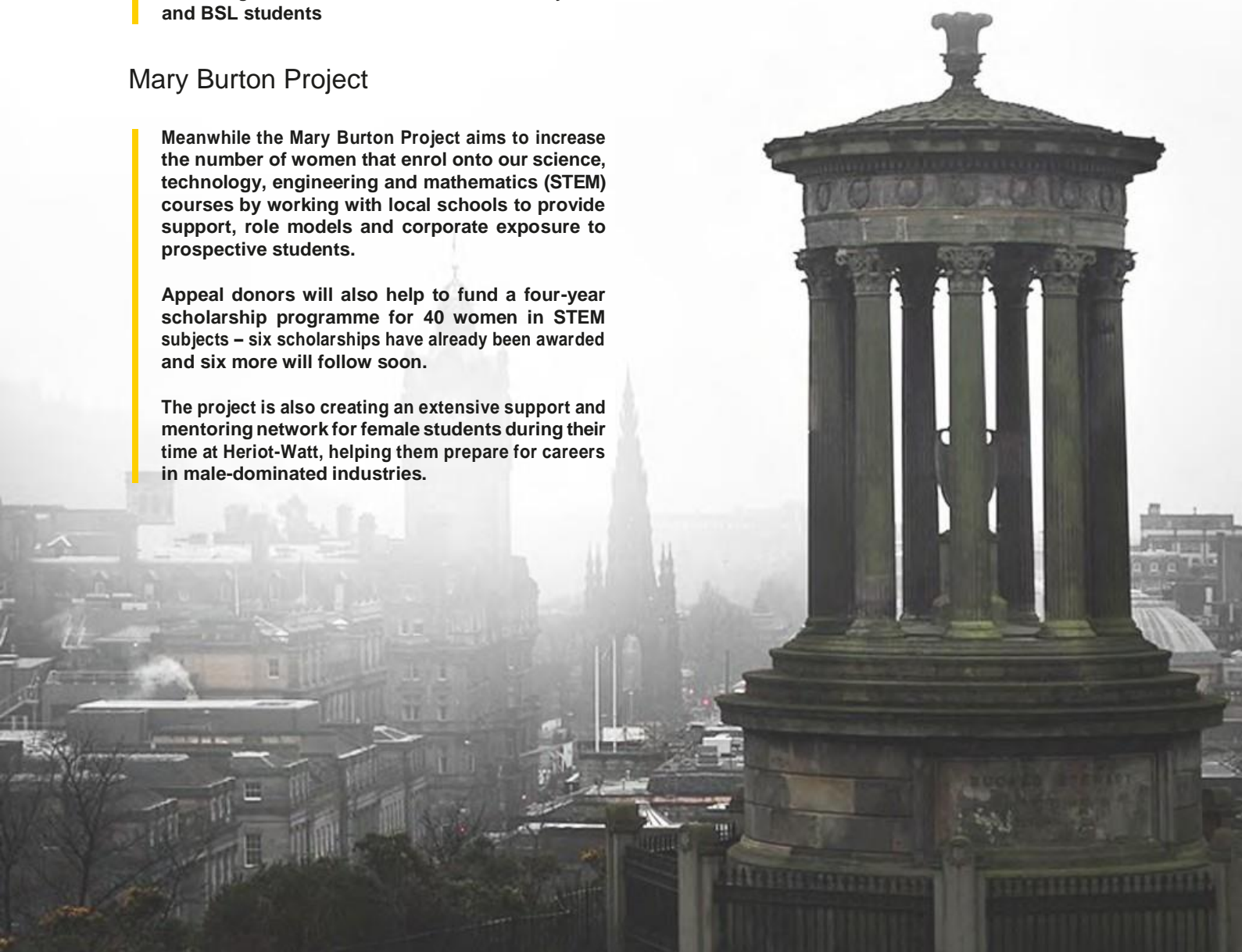
This is supported by Heriot-Watt's already exceptional care in terms of interpreter services, networking, mentoring and awareness of the issues faced by deaf and BSL students

Mary Burton Project

Meanwhile the Mary Burton Project aims to increase the number of women that enrol onto our science, technology, engineering and mathematics (STEM) courses by working with local schools to provide support, role models and corporate exposure to prospective students.

Appeal donors will also help to fund a four-year scholarship programme for 40 women in STEM subjects – six scholarships have already been awarded and six more will follow soon.

The project is also creating an extensive support and mentoring network for female students during their time at Heriot-Watt, helping them prepare for careers in male-dominated industries.





The Role

Development Executive (Communications)

We are seeking a pro-active and highly motivated fundraising professional with excellent networking and influencing skills to join the University.

The Opportunity:

This is an exciting time to be joining the Development and Alumni Tea. Following on from the success of the 1821 Appeal, the University will be launching a more ambitious campaign and you can play a key role.

Raising philanthropic funds in support of the University's strategic aims and priorities and building momentum and capacity to achieve a step change in activities in advance of the anticipated campaign launch in 2023 are the over-riding objectives of this post.

You will develop and oversee the implementation of DAO's marketing and comms strategy to support the university's philanthropic priorities including the planned multi-million-pound major campaign and fundraising appeal, identifying marketing, fundraising and growth opportunities.

You will offer communications expertise to create compelling Case for Support documents, and set clear communication campaign objectives & KPIs, introducing and implementing metrics to measure and monitor progress towards their achievement.

You will work closely with senior stakeholders including Head of Schools, academics, and senior leadership, and in particular the Principal, Global COO and Provost for Dubai and Malaysia to develop communications plans to deliver increased profile and brand recognition across the university's philanthropic projects.

Skills & attributes for success

- Proven experience in Business, Marketing, Media or Communications.
- Ability to write engaging copy for a diverse range of stakeholders, purposes and audiences such as research and business).
- Ability to represent the Head of Development and communicate professionally on his behalf within the organisation and with external stakeholders.
- Confidence with social media for professional usage (Twitter, Facebook, Instagram, LinkedIn).
- Ability to calmly and flexibly manage a full, varied, and confidential workload and meet deadlines in a very busy environment.
- Experience leading on the development and delivery of marketing communications outputs, such as brochures and adverts, including the development of design briefs, commissioning services and working closely with stakeholders and designers.
- Considerable project management experience and of working strategically within a communications role.

Remuneration Package & Benefits

Flexible working:

Full time from office or a combination of home working and office working to be agreed with line manager.

Compensation:

Grade 7 £34,308 -£42,155

Term:

Full time (35 hours per week), permanent.

Holidays:

33 days, plus 9 buildings closed days (and Christmas Eve when it falls on a weekday) for all full-time staff.

Pension:

You can opt to join the Universities Superannuation Scheme (USS) (www.uss.co.uk). The University currently contributes the equivalent of 21.6% of an employee's annual salary and the employee currently contributes 9.8%. The employee gets tax relief on his/her contributions.

National Insurance savings are also available through PensionPlus, and the option to increase pension value through Additional Voluntary Contributions (AVCs). Death in service benefits of 3 x annual salary plus a pension for dependents, long-term illness cover (after 2 years membership).

Additional Benefits:

Additional benefits include free parking, discounted sports provision and career development opportunities.

Eilish McDowell

Will be the Consultant who will lead on this role



Contact details

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How to Apply

Caithness Consulting has been appointed by Heriot-Watt University to conduct this search on their behalf. We pride ourselves on our candidate centred approach and welcome initial confidential discussions with potential candidates before deciding to apply. Should you wish to do so, please contact Eilish to arrange a convenient time.

Alternatively, please submit a copy of your CV to Eilish along with a one page covering letter outlining why you believe you are a good fit for this role.

Paul Stephenson, the Head of Development would be pleased to have a conversation with you prior to applying.

Closing Date: Monday 19th December 2022

Interview Date: Tuesday 10th January 2023

A full job and person specification, plus other documents of interest are available to download from the vacancy page on our website. www.caithnessconsulting.co.uk



Our professional integrity underpins and informs everything that we do individually and as a company.

As the world of recruitment becomes ever more reliant on technology and while we embrace these benefits, we never forget that we are in a “People Business” and People matter.



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www.caithnessconsulting.co.uk