
University of Sunderland

Role Profile

Part 1

lifechanging



**University of
Sunderland**

Innovation Coach

Job Title:	Innovation Coach
Reference No:	NEW724
Reports to:	Entrepreneurial Development Manager
Responsible For:	n/a
Grade:	D
Working Hours:	37 hours a week (Part-time possible 0.8FTE)
Faculty/Service:	Centre for Graduate Prospects Teaching & Learning
Location:	Sunderland Campuses
Main Purpose of Role:	<p>Motivated by the belief that every student has the potential to achieve life-changing success and make a society-shaping impact, this role will support the embedding of employability and enterprise across the University of Sunderland, and the creation of confident and motivated students who develop into professional, adaptable, and engaged graduates with rich and rewarding life and career prospects, by ensuring that:</p> <ul style="list-style-type: none">▪ All students understand and develop innovation skills in an inclusive way, supporting students from underrepresented, marginalised and excluded groups.▪ Innovation coaching guidance and support is provided to help individuals and teams develop and turn their ideas into viable projects that add value to others.▪ Students and graduates are supported to develop entrepreneurial skills based on innovative ideas that have the potential to create new businesses or improve existing ones.
Key Responsibilities and Accountabilities:	<ul style="list-style-type: none">▪ Liaise and work with CfGP colleagues to research, design and deliver curricular and co-curricular innovation activities/events which inspire students to adopt an enterprising mindset, develop key critical thinking, as well as creative problem-solving skills in relation to real world problems linked to the UN Sustainable Development Goals.▪ The design and delivery of bespoke programmes of support and stand-alone events which guide individuals/teams through the ideation process using a Design Thinking approach and a range of innovation tools and methods.▪ Maintain an understanding of the barriers to engagement for underrepresented, marginalised and excluded groups of students and graduates, ensuring that all delivery provides professional development to stakeholders and coaching support to students identifying with relevant protected characteristics.▪ The design and delivery of bespoke programmes of support and coaching,

	<p>enabling students and graduates to research, develop, launch and grow viable businesses.</p> <ul style="list-style-type: none"> ▪ Undertake in-depth analyses and diagnostic assessments with individuals who are starting up to identify strengths and weaknesses in the strategy they use to manage their innovation process. ▪ Facilitate the exploration of value proposition and business model, target markets and competition, as well as access to finance and resources. ▪ Continuously review and develop the network of internal and external partners to ensure services stay up to date and informed with latest Innovation methods. Use effective communicate to influence and increase awareness of the CfGP's agenda and ensure every opportunity for collaboration is explored. ▪ Help individuals to build their own networks, connect with other entrepreneurs and investors, and collaborate with other University departments and external organizations. ▪ Support the Entrepreneurial Development team and wider CfGP service with the production of management reports and summaries to record and consolidate data on activity and impact into the appropriate reporting systems. ▪ Contribute to the compilation of success stories and best practices within the service. ▪ Perform other such duties as the Entrepreneurial Development Manager may from time to time require.
Special Circumstances:	Expected to attend and participate in occasional evening and weekend working, and travel nationally and internationally when required.



Part 2A: Essential and Desirable Criteria

	<u>Qualifications and Professional Memberships</u>
	Essential: <ul style="list-style-type: none"> First Degree or equivalent qualification, or significant relevant experience
	Desirable: <ul style="list-style-type: none"> Professional qualifications/memberships related to careers guidance, recruitment, accessibility and/or personal development coaching.
	<u>Knowledge and Experience</u>
	Essential: <ul style="list-style-type: none"> Demonstrable experience of providing one-to-one coaching, advice and support. Experience of delivering and evaluating group workshops and simulations. Demonstrable experience of researching developing and designing appropriate materials and learning experiences with identified outcomes. Evidence of an enterprising and continuous improvement mindset, always seeking opportunities to understand impact and improve personal practices. Able to work collaboratively as part of a team and contribute to a high performing culture across diverse groups. Evidence of successfully engaging others through compelling written and engaging oral communication skills. Proven track record in developing rich working relationships with a variety of internal and external stakeholders. Analytical and problem-solving skills with the ability to deliver accurate work to time, within periods of competing priorities and to high levels of customer satisfaction.
	Desirable: <ul style="list-style-type: none"> Experience of working in a Higher Education environment. Experience of supporting the development of entrepreneurial intent and enterprising mindset. Knowledge and understanding of graduate employability and enterprise and the role they play in the decision making and development of students and graduates.

Part 2B: Key Competencies

Competencies are assessed at the interview/selection testing stage	Oral Communication
	<ul style="list-style-type: none"> The role holder routinely explains more complicated non-routine matters/policies/procedures clearly by explaining technical/specialist terms commonly used in own area of work. Adapts the style of communication to the audience and ensures understanding Occasionally, will be required to communicate more complex, specialist or

conceptual information clearly and persuasively, presenting compelling arguments to influence and/or negotiate satisfactory outcomes.

Written and electronic communication

- The role holder is required to understand, use and interpret technical/specialist terms commonly in use in own area of work and explain complicated non-routine matters/policies/procedures clearly through a range of appropriate methods and with consideration to the audience.
- *Occasionally*, will be required to explain complicated matters simply, tailor delivery methods/media to suit the audience's needs and ensure understanding.
- Uses appropriate styles and arguments to influence and negotiate satisfactory outcomes.

Service Delivery

- The role holder adapts services and systems to meet customers' needs and identifies ways of improving standards.
- Learns from complaints and takes action to resolve them.
- Collates feedback and views from customers and keeps up-to-date with market trends to inform service development and make changes.
- Actively promotes services.

Knowledge and Experience

- The role holder applies knowledge and experience of professional and/or technical practice and interprets and shares knowledge by advising and guiding others as required.
- Undertakes periodic updating of skills and knowledge.

Teaching and Learning Support

- The role holder undertakes development of content and learning outcomes of inductions or other awareness/introductory sessions, using a variety of delivery methods and examples to assist understanding and learning..
- Explores content and approach, designing and adapting style and method of delivery to suit learners' needs, taking into account feedback and learners' progress, to assist their learning and to deal with any misunderstandings.

Team Development

- The role holder contributes to the induction of new staff, and explains routine procedures.
- Produces and/or provides 'expert' support and training in relation to specific tasks or work areas.
- Undertakes coaching/mentoring activities providing advice, guidance and feedback to help team members work more effectively.

Date Completed:

May 2023