



Royal College of Art

Postgraduate Art and Design

March 2014

Dear Applicant,

Head of Enterprise and Incubation, InnovationRCA

Thank you for your enquiry.

Please find enclosed a job description, including pay and benefits, relating to the post of **Head of Enterprise and Incubation**. An application form and equal opportunities monitoring form should be returned to me by **Monday 7 April 2014** (either through the post or via email.) Both forms are available to download from the website on the 'Work at the RCA' page.

Please note it is vital that all sections of this form are completed. The 'Additional Information' section is particularly important to the selection process; you should use this to outline the skills, knowledge and experience that you have which specifically relate to the job description and person specification for the post. You may continue on separate sheets if necessary.

If you are disabled and require help completing your application form, or if you will require help or special facilities should you be shortlisted for interview, please telephone me, in confidence, on 020 7590 4148 or e-mail me on rachael.stone@rca.ac.uk.

Completed application forms should be sent to hr@rca.ac.uk or HR, Royal College of Art, Kensington Gore, London SW7 2EU.

We look forward to receiving your application.

Yours sincerely

RACHAEL STONE
HR Assistant





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JOB DESCRIPTION

Post Head of Enterprise & Incubation

Department: InnovationRCA

Grade: 10

Responsible to: Director, InnovationRCA

Background

The Royal College of Art is the world's most influential institution of university status devoted to the study of art, design, humanities and communication and has an international reputation for excellence in teaching, practice and research. The College has some 1,400 students following postgraduate courses and the staff, both full-time and part-time, totals approximately 400.

Its InnovationRCA unit has an impressive track record of successfully incubating award-winning design-led start-up companies that are founded by recent graduates of the Royal College of Art and Imperial College. The incubator provides intense business support, space and pre-seed funding to early-stage start-up companies and graduate fellows developing novel design-led technologies which combine design with engineering and technology. At any one time this could include twenty projects and around seventy graduates. After incubation start-ups have secured follow-on angel and VC funding, been acquired in trade sales or are trading successfully. Graduate fellows have licensed their designs or brought them to market. Examples of incubated start-ups and fellowships projects include Orbel Health Ltd and Made-in-Mind. Many have high social impact for example Loowatt Ltd and Morph folding wheels.

The incubator is part of the RCA's innovation and enterprise unit, InnovationRCA, and as well as supporting start-up companies and exceptional graduates commercialising intellectual property created at the RCA, it delivers a number of programmes such as a summer entrepreneurship school, IP Clinics and other activities focussed on enterprise, employability and knowledge exchange. The incubator's exceptional success rate has enabled it to receive funding support from Nesta and James Dyson Foundation. InnovationRCA is based in the RCA's Dyson Building, Battersea Campus.

The mission of InnovationRCA is to strengthen the culture of design innovation and entrepreneurialism at the Royal College of Art. To achieve this mission, InnovationRCA focusses on three core areas of activity:

- Incubation and Commercialisation Support
- Professional Development
- Fostering Interdisciplinary Knowledge Exchange working closely with the RCA's new Head of Knowledge Exchange.



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Purpose of the role

To ensure the successful commercial exploitation of graduate design-led ideas through start-up company formation or licensing.

Main duties and responsibilities

- Manage and develop InnovationRCA's programmes which incubate design-led graduate start-up companies and graduate fellows, currently around 20 projects involving 70 graduates.
- Provide and organise business coaching, training and advice for start-ups and fellows, focussing on the development of skills that will enable successful commercialisation of projects.
- Evaluate and advise graduate start-ups and fellows on, and where necessary negotiate on their behalf, deals with businesses in the UK and overseas to bring products they have developed to market, whether through licensing or trade sales.
- Lead and advise graduate start-ups and fellows in negotiations with individual investors and investor syndicates who wish to invest in their start-ups or ideas, ensuring that graduates and fellows achieve fair and appropriate terms for such investments and that the College's position as provider of seed funding receives appropriate reward.
- Work with the IP Programme Manager to ensure that the intellectual property assets and rights of graduate start-ups and fellows are exploited to their full value.
- Develop , with the assistance of the IP Programme Manager, a robust pipeline of prospective candidates for InnovationRCA programmes, organise selection processes and negotiate incubation terms, including RCA funded loans or grants, rental space and facilities.
- Develop InnovationRCA's network of potential angel and venture capital investors and build up a portfolio of methods of financing start-ups, such as crowd-fund sourcing, TSB and other grant awards and angel and VC investment.
- Work with the Director of InnovationRCA to use the InnovationRCA incubation experience to develop the RCA's student and graduate enterprise activities beyond the graduate start- ups and fellows.
- Monitor and report on the progress of graduate start-ups and fellows (including managing milestone reviews) and provide input to reports and grant applications to external funders.
- Deputise for the Director of InnovationRCA when required and carry out other duties as requested by the Director of InnovationRCA.



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Person specification

Essential

An engineering, science or business degree.

Strong business development experience, including strategy development and implementation, marketing and financial planning for start-up or SMEs and a thorough understanding of the issues faced by such businesses.

Extensive experience of negotiating licences or selling product development projects to businesses.

Successful track record of managing people where the relationship is one of service and finance provider, not manager and direct report.

Excellent communication, presentation and networking skills with the agility to move from dealing with recent graduates to board level seamlessly.

Strong motivational and influencing skills with the ability to build confidence in others.

Flexible and able to work in a small team with confidence to deputise for the Director when required.

Desirable

An understanding of early stage equity investments and the UK angel and venture capital investment sectors.

Experience of coaching or mentoring students or young entrepreneurs, for example in an incubator or university technology transfer unit.

Knowledge of intellectual property right protection principles and law.

Additional Information

- Normal hours total 35 hours per week, 9.30am - 5.30pm, Monday to Friday.
- Salary: £50,371 – £56,349 inclusive of London Allowance.
- 30 days annual leave plus extended breaks at Christmas and Easter.
- A contributory defined benefit pension scheme and interest free season ticket loan are available.

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PAY & BENEFITS

Pay Structures

Staff at the Royal College of Art are paid within one of eleven grades on the national 51 point pay spine.

The salary quoted in the job description is a range because it shows the entire grade assigned to the job. The salary offered to the successful candidate depends upon their experience and previous salary. Once appointed, staff (if in post by 31 March) will move to the next point on the salary scale each year on 1 August until they reach the maximum of the scale. In addition to these increments, a percentage rise will be negotiated nationally with the unions each year, and will also be awarded from 1 August each year.

Pension Scheme

The Royal College of Art is a member of the Superannuation Arrangements of the University of London (SAUL) which is a contributory defined benefit pension scheme.

Sick Pay

In the event of sickness during the first six months of the appointment any payment of salary in addition to Statutory Sick Pay will be at the discretion of the College. After six months service full pay, less any benefits receivable under the Statutory Sick Pay Scheme will be payable for up to three months. Half pay will then be paid for a further three months together with any benefits receivable under the Statutory Sick Pay Scheme up to the limit of normal earnings. Further payment of salary, in whole or in part, will be at the discretion of the College.

Maternity & Paternity Leave

All female members of staff who have completed twelve months or more continuous service at the 11th week before the expected week of childbirth (EWC), are entitled to maternity pay equivalent to 26 weeks full pay and 13 weeks statutory maternity pay. The total maternity leave may total 1 year. Paternity leave and additional paternity leave is available to qualifying members of staff whose spouse/partner is having a baby or adopting a child. It is available to both men and women who are partners of the child's mother.

Compassionate and Parental Leave

The College will give sympathetic consideration to requests for compassionate leave, dependent upon individual circumstances.

Parents of children under five are entitled to 13 weeks unpaid parental leave (different rules apply for adopted and disabled children).

Occupational Health

Occupational Health support for the College is provided by Imperial College's Occupational Health Service at their South Kensington Campus.



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Staff Development

The College's commitment to staff development is expressed through the Staff Development Policy, which includes the following statement:

"The Royal College of Art is committed to the support and promotion of relevant staff development and training. Staff Development is defined as policies, procedures and practices designed to develop the knowledge, skills and attitudes of staff and, by so doing, to improve the effectiveness and efficiency both of the individual and the College.

The Royal College of Art is committed to the development of all categories of its staff and recognises that the efficient and effective functioning of the College depends on its support and provision of staff development activities for academic and non-academic staff alike at all levels."

A full copy of the policy is available upon request.

Season Ticket Loans

The College offers an interest-free season ticket loan for public transport, which is repaid over the period of the loan by deductions from monthly salary payments.

Cycle to Work Scheme

The Royal College of Art has signed up to the Cycle to Work Scheme – part of the government's Green Transport Initiative – which allows employees to make significant savings on new bikes and/or safety equipment.

Childcare Vouchers

The Royal College of Art enables staff to purchase childcare vouchers, through its partner Edenred, as a salary sacrifice scheme.

Computing Services

The RCA's licensing arrangements allow staff to access software and services at home while employed at the College. Software available includes Office (Word, Outlook, Excel, PowerPoint), Adobe Creative Suite (Photoshop, Indesign etc) and Kaspersky Antivirus software. The College offers free online training tutorials for over 300 software titles for use on both Macs and PCs

Staff can also access their personal RCA email accounts and the College Intranet services from home, including our unique File Transfer Service, Room bookings and full remote access using VPN. Staff also have use of dedicated video conferencing and video production equipment and support.

Student Restaurant and Senior Common Room

Staff are entitled to use the Student Restaurant, Snackbar and RCafé, which provides reasonably priced hot food and snacks through the day.

The Senior Common Room is a membership luncheon club which serves a more formal menu every lunchtime during term time. Every member of staff is entitled to join. There is an annual membership fee, which is reduced for part-time staff.



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Drawing Classes

The Drawing Studio runs weekly drawing classes during term-time which are free for staff to attend.

Library

All staff are welcome to join the College Library.

Events

All staff are welcome to attend exhibitions, lectures and private views held by academic schools and programmes.