

**BRANDLAND  
DEVELOPMENT  
MANAGER  
(0.4 FTE, FIXED TERM  
UNTIL JULY 2025)**

Research and Innovation Services

ALC1507

**CANDIDATE BROCHURE**



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# WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines

and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Our Professors Corinne Le Quere, Rachel Warren and Robert Nicholls were recipients of Nobel Peace Prize (2007), awarded to Al Gore and the Intergovernmental Panel for Climate Change (IPCC) in recognition of efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Alex Bratt, Strategic Research Theme Executive Officer via [a.bratt@uea.ac.uk](mailto:a.bratt@uea.ac.uk).

## UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



# OUR BENEFITS

UEA offers a fantastic benefits package for staff. We recognise all our staff have different priorities and lifestyles so we are continually reviewing our offering to ensure there are benefits which suit everyone. Current benefits include:



Competitive Rates of Pay



30 Days Holiday (pro rata)



14 Additional Statutory and Customary days



Contributory Pension



Staff Development



Sportspark Discount



Research Support



Health and Wellbeing



Library



Campus Facilities



Care Leave Policies



Sainsbury Centre for Visual Arts



Ofsted Outstanding Nursery



And much more!

Further information can be found on our [Staff Benefits page](#).

# THE ROLE

## **Background**

Norwich is an extraordinary hotspot for branding. Barclays, Aviva, Colman's, Lotus Cars and Virgin Money all have roots here, and we are home to top creative agencies, university courses and Britain's biggest brand archive.

[Brandland](#) is a network organisation for people and companies working in the sector, founded in 2020 by Robert Jones, Professor of Brand Leadership at Norwich Business School, in collaboration with CreativeUEA and Norwich University of the Arts. We have already delivered 24 events, including three successful conferences, to a cumulative audience of 2,000. We have gained 600 email subscribers and over 1000 LinkedIn followers.

In 2023-24, we hired a Development Manager on a fixed term contract, who transformed Brandland from a project into an enterprise, earning income from both ticket sales and sponsorship.

Building on this, we want to take Brandland to the next level. Our aim is to turbocharge Norwich's creative economy, by making the city a world leading hub of branding, design and the creative industries. We have five ambitious objectives, and exciting plans to achieve them:

**Connecting people and ideas**, to create an economic cluster effect in Norwich where our membership scheme, events, thought leadership and a directory of agencies and freelancers stimulate connectivity between collaborators, business partners and sources of innovation elsewhere and with firms in other sectors that can act as clients

**Celebrating great work**, to increase confidence and raise standards in the region and providing a sense of pride in place to make Norwich a place where creative ventures can germinate, flourish and further expand, through an awards scheme, case studies and a digital showreel

**Promoting Norwich, to bring people and investment to the city**, through a programme of outreach events in London and beyond

**Nurturing talent** to find, diversify, grow and retain the best people, through a programme with schools in the region in collaboration with local agencies and brands

**Leading innovation**, to research and share better ways to do branding, for people and planet, through conferences, thought leadership and research projects

We have funding to commission a research project comprising a market appraisal and ecosystem analysis that will map the size and economic value of the current branding sector in Norwich, and assess its potential for growth. This research will allow Brandland to continue to grow strategically, and will provide the sector and the city with a powerful evidence-based case for future investment in the creative industries in Norwich.

The funds will also support our staffing and operational costs in 2024-25. Alongside our Development Manager, we want to hire a more junior assistant, who will help deliver a great events programme and manage our research, awards, schools, membership and outreach projects.

## THE ROLE (CONTINUED)

### KEY RESPONSIBILITIES

To lead Brandland into the next stage of its development - as a self-sufficient organisation with an ever-growing impact on the creative economy of Norwich and the practice of responsible branding. We have committed to become self-funded by August 2025, so this will be your main focus in year one. If we're successful, your post could continue into future years, with the potential to become CEO of the organisation.

### SHAPING OUR STRATEGY

- Oversee the implementation of our three-year Business Plan.
- Proactively drive and support the implementation of our Strategy.

### ATTRACTING CORPORATE FUNDING

- Pitch to and sign-up corporate partners who will sponsor our work and help make us self-sustaining.
- Find new sources of funding including from central government, local government and non-governmental funding bodies.

### EXPANDING OUR MEMBERSHIP

- Attract and engage with new members.
- Building on the recommendations of the market research report, implement a paid-for membership scheme.
- Minimise membership churn.
- Maintain our membership database, and make sure we comply with privacy legislation.

### CURATING OUR EVENTS PROGRAMME

- Oversee our programme of monthly events.

- Identify partners to present new events.
- Working with the Brandland Administrative Assistant, oversee the marketing of events.
- Manage event attendee lists and communicate with attendees.
- Working with the Brandland Administrative Assistant, oversee venues, food and drink, tech and other activities associated with event management.

### MAKING US FAMOUS THROUGH SOCIAL AND MASS MEDIA

- Working with the Brandland Administrative Assistant, oversee marketing activity to increase our followers on LinkedIn and Instagram
- Working with the Brandland Administrative Assistant, keep our website up-to-date.
- Build effective working relationships with regional and national media, and generate coverage of Brandland.

### PUSHING NEW IDEAS FOR BRANDLAND

- Keep an eye out for new opportunities, new partners, and new activities to meet the needs of our members and the wider community.
- Develop Harvest, our annual awards ceremony, so that the first event takes place in 2025
- Develop new educational and talent-finding programmes.

### KEEPING BRANDLAND RUNNING

- Act as leader of Brandland, with the chair and with CreativeUEA there to support and advise you.
- Prepare and run meetings, every two months, of Team Brandland, our steering group, and make sure actions are agreed and followed up.
- Maintain oversight and manage our accounts, working with UEA accounts

# THE PERSON

## EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Educated to degree level or equivalent experience (E)
- Experience in attracting sponsorship and other kinds of funding (E)
- Experience of running a membership organisation (E)
- Experience of successful event management (E)
- Experience of planning and delivering marketing activities (D)
- Experience in strategy and making business plans (D)
- Experience in media relations (D)

## SKILLS AND KNOWLEDGE

- Excellent written and spoken communication skills (E)
- Skills in networking (E)
- Confident social media skills (E)
- Excellent organisational skills (E)
- Ability to keep accounts and manage a budget (E)
- Website content design and development (D)

## PERSONAL ATTRIBUTES

- Interest in branding and in Norwich (E)
- Ability to work sensitively with many different stakeholders (E)
- Ability to work independently with little supervision (E)
- A keen interest in marketing and branding (E)
- Creative with the ability to generate new ideas (E)

**Essential Requirements (E)** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements (D)** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.



# FURTHER INFORMATION

The post is available from 1 November 2024 on a part-time (0.4 FTE) basis for a fixed term period until 31 July 2025.

Salary will be £37,099 to £44,263 per annum pro rata on Grade 7 on the single salary spine.

Relocation expenses are reimbursable under certain conditions.

**Place of Work** - The University is supporting a hybrid-working pilot of at home and on campus 'hybrid' working for many roles. We encourage discussions about how your working arrangements can be agreed to best balance the needs of the role and your personal circumstances.

The flexibility of the hybrid-working model allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact [staff.visacompliance@uea.ac.uk](mailto:staff.visacompliance@uea.ac.uk)

The post is superannuable under the Universities Superannuation Scheme and there is an annual holiday entitlement of 30 days plus statutory (8 days) and customary (6 days) holidays, pro rata for part time. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email [staff.recruitment@uea.ac.uk](mailto:staff.recruitment@uea.ac.uk)

## HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk/>

The closing date for this role is 11:59pm on **27 September 2024**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that presentations and interviews will take place on **11 October 2024** and if you have not heard by this date please assume you have not been shortlisted on this occasion.

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed (please ensure that you keep all receipts). Please note that if you are offered a post and decline the offer, travel and incidental expenses will not be reimbursed.

# ABOUT THE DIVISION

The Research and Innovation Division (RIN) incorporates two service teams:

- Research and Innovation Services
- Postgraduate Research Service

RIN is responsible for supporting and managing the administration for all research, training and consultancy grant applications and awards and other similar externally-funded grant opportunities.

**Research and Innovation Services** support the lifecycle of research and innovation activity by:

- Advising and supporting academics in their research and innovation activities
- Supporting research integrity
- Investigating research misconduct
- Managing relationships with a range of funders, partners and organisations
- Supporting the work of the University's Research and Innovation Executives
- Co-ordinating REF and HEIF submissions and associated activity
- Providing management information to support research and innovation
- Managing UEA's Current Research Information System (Pure)
- Linking with external organisations in support of RID/UEA activity



# OUR VALUES

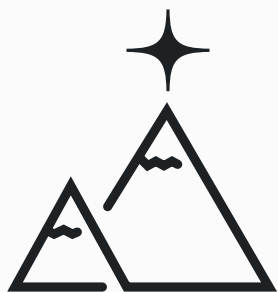
Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT



## OUR VALUES (CONTINUED)



### AMBITION

**We are ambitious for our future success.**

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



### COLLABORATION

**We are collaborative in our approach.**

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



### EMPOWERMENT

**We empower ourselves and each other.**

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



### RESPECT

**We respect each other.**

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

# ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

**A vibrant place to study, learn and work, UEA is a very special place.**



# A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the ‘three pillars’ of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and ‘eco’ products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

## OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on Twitter [@SustainableUEA](https://twitter.com/SustainableUEA)



# OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office), banking facilities and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



# NORWICH

## A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930's parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



*If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.*

**STEPHEN FRY**





# LOCATION

Some cities you've heard of, others you have to discover. Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

## BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

## BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

## BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked in the UK Top 30 (The Times/Sunday Times 2024, Guardian University Guide 2023 and Complete University Guide 2023) and the World Top 50 (Times Higher Education Impact Rankings 2023), where it ranks in the World Top 100 for research citations (Times Higher Education World University Rankings 2023), reflecting the international excellence of its research environment. The University holds UK Teaching Excellence Framework Silver status.

## Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we already hold an Athena Swan Silver Institutional Award in recognition of our advancement towards gender equality. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

