



**a.r.u.** | Anglia Ruskin  
University

**ACHIEVE  
YOUR  
EXCELLENCE,  
TOGETHER**

## CANDIDATE BRIEF



Corporate  
Marketing

# WELCOME MESSAGE FROM THE VICE CHANCELLOR

Thank you for your interest in working at ARU.

ARU is a global university transforming lives through innovative, inclusive and entrepreneurial education and research. We hold a Gold award for the quality of our education, awarded through the Teaching Excellence Framework (TEF), and are the Times Higher Education University of the Year 2023.

ARU's research institutes and four faculties bridge scientific, technical and creative fields. We deliver impactful research which tackles pressing issues and makes a real difference to our communities. Our academic excellence has been recognised by the UK's Higher Education funding bodies, with 16 of our research areas assessed as including world-leading research in REF2021.

We are the largest provider of Nursing, Midwifery, Health and Social Care students in the East of England, and we are also among the UK's leading universities for degree apprenticeship provision, working with hundreds of employers across the UK.

Our student population is vibrant and diverse, putting us in an excellent position to respond to the various challenges facing the sector. At the same time, as a civic institution with campuses across the East of England we are committed to working with others to enhance the social, cultural and economic wellbeing of our region.

This is an exciting time to join ARU and an outstanding opportunity to drive innovation across ARU and our educational offer.

**“I look forward to welcoming the successful candidate to our University”**



**Professor  
Roderick Watkins**

**Vice Chancellor**

# ABOUT THE UNIVERSITY

ARU's story starts in 1858, with the opening of Cambridge School of Art. Over the years a number of colleges and higher education institutions have come together to form what is now Anglia Ruskin University. Our most recent milestones include the creation of ARU Peterborough in 2022 and ARU Writtle in 2024.

Our focus has always been on transforming lives through innovative, inclusive, and entrepreneurial education and research – and this still underpins our vision and values today. Our over-arching vision is supported by our ten-year strategy, [Designing our Future 2017-26](#).



As a university, we're managed by a Board of Governors and a Senate. Our Vice Chancellor, Professor Roderick Watkins, is responsible for the day-to-day leadership of ARU. The Vice Chancellor is supported by the Vice Chancellor's Group (VCG) which consists of two Deputy Vice Chancellors (Education and Research & Innovation), plus the Chief Operating Officer, Director of Finance and the Secretary and Clerk to the Governors.



We have four faculties at ARU, each providing students, industry and the academic community with professionally focused and world-leading courses and research.

The four Pro Vice Chancellors/Deans of Faculties all report directly to the Vice Chancellor and are members of the University Executive Team (UET), the University's executive decision-making body. The Heads of Schools report into the Pro Vice Chancellors/Deans.

# OUR MISSION AND VALUES

Our mission at ARU - transforming lives through innovative, inclusive and entrepreneurial education and research – guides everything we do. And our values – ambition, innovation, courage, community, integrity and responsibility – set out how we act, seeking to promote public good and serve our students and the communities in which we are based.



We seek colleagues who are committed to our values and who will play a leading role in ensuring we deliver on our mission.

## Our values

- **Ambition:** We are determined to achieve our goals and continually strive to enhance our university for the benefit of all.
- **Innovation:** We will apply our collective and individual creativity to conceive and develop new ideas, implementing them for the benefit of the communities we serve.
- **Courage:** We are bold in taking the decisions we feel are right, even when it is difficult to do so.
- **Community:** We greatly value working collaboratively, supporting each other and helping everyone to achieve their potential.
- **Integrity:** We do what we say we will do and are fair and transparent in our decision-making and actions.
- **Responsibility:** We take decisions and act in a way which respects environmental, societal, and economic considerations, and which best supports those who study and work with us.

# OUR STRATEGY

In 2017, we published our institutional strategy, [Designing our Future 2017–2026](#). On the 25<sup>th</sup> anniversary of our achieving university status, it set out our vision, priorities and ambitions for the next ten years, built around three themes:

1. Creating a leading learning and innovation ecosystem
2. Building and nurturing vibrant university communities
3. Strengthening the underpinning operations of the University

As we reach the end of this strategic cycle, we are now developing a bold new strategy that will define our direction and ambitions for the coming years.



The delivery of our overarching strategy is supported through the implementation of three underpinning strategies for Education, Research & Innovation and Operating. The diagram below illustrates how the three strategies intersect to deliver the institutional strategy.

# EDUCATION STRATEGY

## 2022 - 2027

ARU's outstanding and transformative education will support students at all levels to achieve their full potential and create a positive impact on their lives and work.

Our students have diverse backgrounds, interests and styles of learning. This diversity informs the way we will deliver our education and support our graduates and alumni to achieve their full potential, excel in their chosen careers, and tackle environmental and societal challenges. We will develop life-long partnerships with our students, pooling our knowledge and experience to address the challenges we face today, together.



# To achieve this we will:

## Deliver an inclusive and transformative education

ARU courses create space for students to work in partnership with businesses and organisations to tackle societal challenges and enhance their employability.

- Our flexible courses reflect the variety of needs and ambitions of our diverse student cohorts.
- We are a leader in innovative degree apprenticeships where education and employment are closely integrated.
- Our students engage in active, interdisciplinary curricula, tackling societal and environmental challenges with our local, regional and global communities.
- Our graduates have the skills, capabilities, and mindsets to contribute positively to their environment and communities.

## Foster a research-rich educational environment

Our students receive – and contribute to – an education underpinned by sector-leading research.

- Engaging in and advancing research is an integral part of all our students' education, enhancing their employability and enabling them to contribute positively to a sustainable future.
- We deliver sector-leading pedagogic research and practice with our students to enhance their education.
- Our graduates are creative problem-solvers, prepared for wide-ranging careers.

## Create vibrant living and learning communities

All our students connect to one another and our wider communities in ways that enhance their belonging and recognise their contributions.

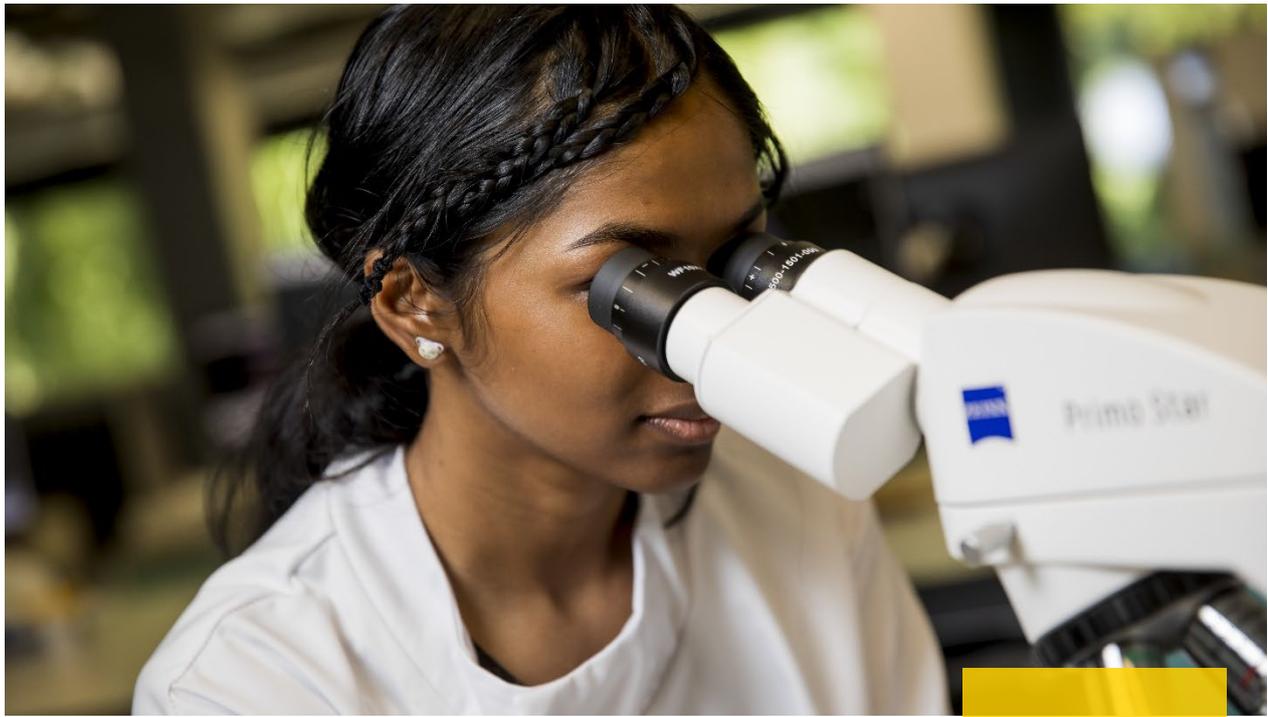
- We focus on providing an excellent student experience within and around our courses.
- We recognise that no two members of the ARU community are the same and each student and staff member's contribution is valued.
- ARU students receive unique opportunities to engage in knowledge exchange outside of their course.
- Students engage with global communities through ARU's international connections and partnerships.



## Offer innovative and flexible learning for life

- We create opportunities for prospective students and our alumni to grow and learn together throughout their lives.
- We create pathways to higher education for the diverse communities across our regions.
- We continue to learn from and educate our alumni throughout their lives, including a 'Learning for Life' offer for our alumni and local communities.

# RESEARCH AT ARU



The overarching aim of our Research and Innovation Strategy is 'to deliver transformative benefits locally and globally'.

We are passionate about research at ARU: its potential to innovate, and its power to enhance social, cultural and economic well-being at national and global levels.

Discover more about our world-leading and impactful research, including case studies from our ARU-wide [Research, Innovation and Impact Themes](#): Sustainable Futures, Safe and Inclusive Communities and Health, Performance and Wellbeing. You can read more about our multi-disciplinary institutional research environment [here](#).

In summer 2022 we published our new Research and Innovation Strategy and are currently working on its implementation. Our research excellence has been recognised by the UK's Higher Education funding bodies, with all 16 of our research areas assessed as having world leading areas in REF2021



# **ABOUT** Corporate Marketing

We help bring ARU's story to life and share it with the people who matter most.

Our work brings together creative thinking, strategic insight and meaningful engagement to connect ARU with prospective students and their families, researchers and partners, alumni, donors, and the wider community. We also develop events and experiences that showcase the energy and ambition of our University.

Our work spans a broad mix of creative, digital and relationship-focused activity, including:

- Advertising and campaign development
- Strategic Communications, Brand and External relations
- Managing ARU's website and social media channels
- PR, media relations and storytelling
- Design and creative content across digital and print
- Outreach with schools and colleges
- Supporting applicants throughout their journey
- Delivering major ARU events, such as Open Days and graduations
- Hosting community events that are open to the public
- Building relationships with alumni, donors and supporters
- Enhancing internal communications across the University



We work collaboratively with colleagues across ARU to ensure our activity is aligned, innovative and high-quality. We also work in a hybrid way, combining time on campus with time working remotely. Many of us have a home campus, while some roles span multiple locations depending on the work.

# REWARDS & BENEFITS

We are committed to our staff and have an agile working culture to support individuals to work flexibly and balance the demands of their role with their personal circumstances. As well as a competitive salary and a generous relocation package, you'll have access to an attractive pension scheme, generous annual leave, learning and development support to ensure you thrive at ARU, and to a comprehensive suite of wellbeing resources designed to support your physical, mental, and emotional health.

Click [here](#) to find out more about our rewards and benefits offer.

# HOW WE RECRUIT

We are excited that you're considering joining ARU! We are committed to attracting the best talent and ensuring that every candidate has a positive experience. We understand that the application process can be both exciting and challenging, and we aim to support you every step of the way.

We value transparency and want to make sure you know what to expect as you navigate our recruitment process, from submitting your application to going through interviews and eventually onboarding; we also provide resources and tips on effective interview techniques to help you prepare and present your best authentic self.

Click [here](#) if you wish to find out more.

