



## ROYAL COLLEGE OF ART

### JOB DESCRIPTION

<b>Post:</b>	Head of Commercialisation
<b>Department:</b>	InnovationRCA
<b>Grade:</b>	10
<b>Responsible to:</b>	Director InnovationRCA

### Background:

The Royal College of Art is the UK's only entirely postgraduate art and design university. The Royal Charter specifies that the College's purpose is "to advance learning, knowledge and professional competence particularly in the field of the fine arts... through teaching, research and collaboration with industry and commerce". Fifty years on, the College remains in the vanguard of creative enquiry, with around 2,000 students from 65 countries registered for MA, MRes, MPhil and PhD degrees. Applications are strong, and the College's strategy sets out an ambitious plan both to increase student places to 3,000 by 2020 and to launch new programmes underpinned by its world-class research. Recent examples include the MA in Contemporary Art Practice, launched in 2016, to offer a truly global dialogue about the practice and study of contemporary art, alongside the College's established fine art programmes in painting, sculpture, photography and print, and the haptic crafts of making in ceramic, glass, and metal.

The College is located on three sites in central London, in Kensington, Battersea and White City. In 2016 the Chancellor of the Exchequer announced an unprecedented £54 million grant to support a major expansion at Battersea to create a flagship innovation campus, housing new research centres, knowledge exchange labs and additional space for the College's highly successful business incubator, InnovationRCA. Subject to planning consent, work on the new building is due to start in early 2018 and complete in late 2020.

As well as welcoming students from around the world, the College's global dimension is enhanced through extensive links with business and industry and its partnerships with leading art and design, cultural and educational institutions; including, among many others, its neighbours in Kensington (Imperial College

London, the Victoria & Albert Museum, the Royal College of Music and the Natural History Museum).

The College has 400 full- and part-time staff, including internationally renowned artists, designers and practitioners. These staff, together with customised forms of teaching and learning, dedicated technical facilities and research centres, all contribute to create an exceptional creative and intellectual environment and a remarkable record of graduate employment. Numerous eminent graduates have created far-reaching impact and influence, and the College boasts such noteworthy alumni as Sir James Dyson, Thomas Heatherwick, David Hockney, Tracey Emin, Christopher Bailey, Julien McDonald, Alison Jackson, Idris Khan, David Adjaye, Suzie Templeton and Sir Ridley Scott.

InnovationRCA companies include [Concrete Canvas](#) and [ROLI](#). Recognised as world class delivering impressive results (McKinsey & Company review, March 2017), InnovationRCA has a sector agnostic approach backing early-stage design-led start-ups in a nurturing ecosystem that includes access to funds. To date it has helped 75 graduates found 50 companies which have created more than 600 UK-based jobs and sales and exports exceeding £58m. InnovationRCA is also responsible for the protection and commercialisation of patentable intellectual property created at the RCA and since 2016 has provided business innovation training and mentoring to large international corporates and start-ups.

InnovationRCA is expanding and this includes launching a Small Business Accelerator programme to support retail focussed RCA graduate businesses and increasing its offer of executive business innovation training for external organisations. As a result of the RCA's Battersea South expansion and creation of a number of new research centres (including the Centre for intelligent Mobility, the Burberry Material Futures Research Group), the patentable research outputs are expected to increase leading to greater IP commercialisation activities at InnovationRCA.

### **Purpose of the post:**

This role focuses on two key areas:

- i. The development of revenues from 'Incubation/Acceleration as a Service' and innovation training based on InnovationRCA's successful programmes. In addition, the building of sponsorship revenues to meet the ambitious expansion plans of InnovationRCA.
- ii. Leading the protection and maximising the exploitation revenues of RCA intellectual property (mainly patents) to secure significant growth.

## **Main duties and responsibilities:**

### **Exploitation of Intellectual Property**

- Grows IP revenues and manages IP expenditure budget.
- Selection of patentable projects: Responsible for commercial feasibility and market assessments of new IP generated across the RCA (generated in the research centres, Schools and by students) to determine the potential ROI. Makes investment recommendations.
- Exploitation of patents: Working with the Director InnovationRCA in setting strategy for exploitation of College IP and then leads on delivery of the exploitation strategy (whether through licensing or spinout incorporation).
- With support of the Director InnovationRCA sets the terms of licensing projects. Manages the commercialisation negotiations and management of all licensing projects and licenses including project managing staff researcher delivery in the context of the exploitation
- IP Ownership: Establishes IP ownership terms for collaboration agreements that involve third parties and College (staff researchers and students) and negotiates agreement terms with third parties.
- Leads and line manages Intellectual Property Manager and responsible for ensuring development and training needs are met.
- Oversees the promotion of commercialisation of research through College-wide engagement and by working closely with Deans and School Research Leaders to influence and motivate researchers towards commercialisation of research outputs.
- As volume of staff IP created increases, works with the Director InnovationRCA to develop and implement processes to evaluate, and manage exploitation projects efficiently.

### **Development and implementation of InnovationRCA's commercialisation activities**

- With the support of the Director InnovationRCA, responsible for productising 'Incubation as a Service' and innovation training - developing proposals and pricing them.
- Conducting and leading business development to generate revenues from 'Acceleration/Incubation as a Service' including researching and identifying potential opportunities, determining the marketing offer (working with the Director InnovationRCA and Head of Incubation), developing a pricing strategy, business outreach, creating proposals and negotiating them to closing deals and generate budgeted revenues.
- Develops the 'Innovation Challenge' programme and leads its implementation being specifically responsible for finding external clients, corporate partners and sponsors and negotiating commercial terms to maximise returns.

Responsible for managing these external relationships and ensuring delivery on agreement terms.

- Spearheads the marketing of InnovationRCA externally through establishing stronger and more diverse corporate and industrial networks and provides feedback and information on market and trends.

### **Person Specification:**

#### **Essential**

- An organised self-starter and experienced business developer with demonstrable sales experience of navigating complex sales, prospecting for potential new corporate clients (including cold calls) and of negotiating and closing deals to generate new business.
- Proven record of successful licensing revenue generation working at managerial level (including of working with contracts and with a good understanding of intellectual property).
- Demonstrated ability to meet financial sales targets and to grow sales and grow business by creating new revenue streams (including from sponsorships) from UK and international sources.
- A successful track record of engaging and negotiating with senior figures from industry, business and investment. This includes experience of public speaking and presentations at board level.
- Excellent inter-personal and team building skills. An effective communicator at all levels able to build rapport and trust at all levels including senior researchers, faculty, staff, students and graduates and external stakeholders.
- Strong project management skills with a proven ability to translate potential and capacity into workflow pipelines, to plan and manage these effectively, and to provide oversight to ensure delivery of results.
- The judgement and experience to resolve complex, often competing demands.
- Strong attention to detail and ability to generate detailed reports and bids.
- Educated to degree level or equivalent in either engineering, science or finance and business.
- Successful track record of staff management and development.

#### **Additional Information:**

- Competitive Salary.
- Normal hours will total 35 hours per week over five days, with an hour each day for lunch. The role involves some UK and international travel, as well as flexibility and a willingness to work evenings or weekends when delivering start-up entrepreneurial and investment events.
- 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.

**JANUARY 2018**

## **PAY & BENEFITS**

### **Pension**

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. The college will contribute a sum equal to 16% of your salary while you pay 6%.

### **Holiday**

6 weeks' (30 days) paid leave a year plus bank and public holidays normally observed in England and Wales. In addition, the college is normally closed for six days a year, one day either side of Easter and the remainder between Christmas and New Year. Part-time staff will be entitled to the pro rata equivalent.

### **Season ticket loans**

Interest-free loans are available for staff to purchase annual season tickets.

### **Enhanced maternity and adoption pay**

Qualifying employees are entitled to enhanced maternity/adoption pay: 26 weeks' full pay, 13 weeks Statutory Maternity/Adoption Pay. This compares to the statutory provision of 90% of average pay for 6 weeks followed by Statutory Maternity/Adoption Pay for 33 weeks.

### **Enhanced paternity pay**

Qualifying employees are entitled to two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

### **Enhanced sick pay**

Occupational sick pay after six months' service is three months' full pay/three months' half pay.

### **24/7 confidential support**

Staff and family members in their household have access to a free, external confidential support service for work, financial, legal, family and personal problems 24 hours a day, 365 days a year.

### **Occupational health**

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

### **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 purchasing new bikes and safety equipment.

### **Childcare Vouchers**

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

### **Life Cover**

Active members of the SAUL pension scheme automatically receive life cover. A lump sum of four times your salary together with a refund of your contributions and a 2/3 pension for your dependent/spouse is payable should you die whilst in employment.

### **Professorships and readerships**

The College awards professorships or readership to academic staff based on published criteria through an annual application process. Any award is subject to successful completion of probationary period, which is normally one year from first appointment.

### **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.