

Swydd Ddisgrifiad

Swyddog Cyswllt Arloesedd

PRIFYSGOL
glyndŵr
Wrecsam

Wrexham
glyndŵr
UNIVERSITY

Cyfadran/Cyfarwyddiaeth	Swyddfa Fenter
Adran	Menter
Teitl y Swydd	Swyddog Cyswllt Arloesedd
Gradd	O&A5
Yn atebol i	Pennaeth Menter

Prif Atebolrwydd

Fel sefydliad sy'n canolbwyntio ar ddiwydiant, mae'r Brifysgol yn anelu at arwain y sector o safbwynt ymgysylltiad effeithiol â diwydiant, ac o ran darparu cefnogaeth gref i'r economi rhanbarthol.

Bydd y Swyddog Cyswllt Arloesedd yn chwarae rôl allweddol ac yn meddu ar y profiad a'r sgiliau priodol i gynnig cyngor, datblygu a chyflwyno yn erbyn Dangosyddion Perfformiad Allweddol y Brifysgol, gan ganolbwyntio'n benodol ar ddatblygu cysylltiadau gyda phartneriaid presennol a newydd yn y diwydiant sy'n dymuno creu a datblygu prosesau a chynnyrch arloesol.

Tasgau Allweddol

- Drwy hyrwyddo, cysylltu a thrafod, bod yn gyfrifol am gynyddu nifer y cyfleoedd prosiect arloesedd gyda busnesau/sefydliadau lleol a rhanbarthol i gefnogi'r gwaith o ddatblygu gweithgareddau trosglwyddo gwybodaeth ac ymgynghoriaeth fasnachol.
- Bod yn brif bwynt cyswllt i fusnesau sydd eisiau gwella eu harloesedd, gan weithio'n annibynnol i feithrin a chynnal cysylltiadau tymor hir
- Datblygu a gweithredu cynllun cyfathrebu arloesedd cryf drwy sianeli priodol gan gynnwys digwyddiadau a marchnata digidol i sbarduno cynhyrchu arweiniol effeithiol.
- Gan ddefnyddio gwybodaeth economaidd leol a rhanbarthol, bydd y Swyddog Cyswllt Arloesedd yn cynllunio, trefnu ac ymchwilio i bartneriaid diwydiant a all fod yn dymuno datblygu gwasanaethau a chynnyrch arloesol drwy ymgysylltu ag arbenigwyr academaidd.
- Chwarae rhan allweddol yn y gwaith o ddatblygu a chynnal cysylltiadau'r Brifysgol gyda'r diwydiant a chyflogwyr, gan ganolbwyntio'n benodol ar bartneriaid diwydiant sy'n integreiddio arloesedd yn eu busnes.

- Dechrau, datblygu a chefnogi prosiectau, mentrau a digwyddiadau lleol, rhanbarthol a chenedlaethol, i hyrwyddo proffil y Brifysgol yn effeithiol gyda phartneriaid menter a rhanddeiliaid perthnasol eraill.
- Gweithio'n uniongyrchol â'r diwydiant a phartneriaid allanol eraill i gynghori a chreu cyfleoedd prosiect arloesol lle gellir defnyddio arbenigedd prifysgol i wella cynnyrch neu wasanaeth.
- Bydd y rôl yn gofyn am sgiliau gwneud penderfyniadau er mwyn sicrhau bod y cyfleoedd cywir yn cael ei dewis i gyflawni canlyniad cadarnhaol ar gyfer y busnes a llwyddiant masnachol ar gyfer y brifysgol.
- Cefnogi'r Tîm Menter i hyrwyddo'r holl wasanaethau diwydiant sydd ar gael, fel Datblygiad Proffesiynol Parhaus, cyrsiau byr, prentisiaethau gradd, a mentrau dysgu sy'n seiliedig ar waith. Bydd hyn yn cynnwys cynrychioli'r brifysgol mewn digwyddiadau, ar-lein ac wyneb yn wyneb, cyflwyno i'r diwydiant a defnyddio'r cyfryngau cymdeithasol i gefnogi gweithgareddau hyrwyddol
- Cefnogi ymchwil economaidd a llafur sy'n gysylltiedig â menter i gefnogi cynllunio ar gyfer y dyfodol
- Cydweithio'n agos gydag arweinwyr academiaidd i ddatblygu cynnig gwasanaeth a chynnyrch cryf y gellir ei gyfathrebu'n glir ac yn syml i gysylltiadau busnes.
- Sicrhau y dilynr prosesau rheoli cofnodion priodol a bod yr holl bartïon (mewnol ac allanol) yn ymwybodol o'u cyfrifoldebau a'u gofynion unigol
- Cynnig gwasanaeth cyson o safon uchel i fusnesau a'r diwydiant gydag ymagwedd sy'n canolbwyntio ar y cwsmer
- Ymddwyn mewn modd proffesiynol bob amser a chynnal cyfrinachedd gwybodaeth.
- Gweithio'n effeithiol gyda chydweithwyr o fewn y tîm ac ar draws y brifysgol i gefnogi Strategaeth Menter y Brifysgol a'r Dangosyddion Perfformiad Allweddol.
- Gweithio a chyfathrebu'n effeithiol gyda staff perthnasol ar draws y Brifysgol, o fewn timau academiaidd a gwasanaethau proffesiynol
- Ymagwedd hyblyg at waith a pharodrwydd i weithio ar nosweithiau a phenwythnosau yn achlysurol.
- Cynhyrchu adroddiadau data ac allbynnau i fonitro cynnydd datblygiad a pherfformiad busnes gan gynnwys mesur, monitro ac adrodd ar Ddangosyddion Perfformiad Allweddol ar gyfer Strategaeth Menter y Brifysgol.
- Cynnal ymwybyddiaeth briodol o bolisiâu a gweithdrefnau'r Brifysgol, a gweithio'n effeithiol oddi mewn iddynt, gan gymryd rhan mewn prosesau priodol fel arfarnu a datblygiad proffesiynol parhaus, ymysg pethau eraill.
- Ymgymryd â dyletswyddau eraill fel sy'n rhesymol ofynnol o fewn y swydd, dan gyfarwyddyd y rheolwr llinell

Dyletswyddau Cyffredinol

Byddwch yn sicrhau bod systemau a gweithdrefnau rheoli priodol ar waith er mwyn bodloni'ch dyletswyddau a'ch cyfrifoldebau iechyd a diogelwch a gynhwysir ym mholisi iechyd a diogelwch y Brifysgol. Yn benodol, byddwch yn sicrhau bod asesiadau risg priodol yn cael eu cynnal mewn cysylltiad â pheryglon sylweddol ac yr ymgymerir ag arolygon diogelwch o leiaf unwaith y flwyddyn, ym mhob gweithle dan eich rheolaeth chi.

Cyfrifoldeb y gweithwyr yw ymgorffori Polisi Cyfle Cyfartal y Brifysgol o fewn eu maes cyfrifoldeb eu hunain ac yn eu hymddygiad cyffredinol.

Mae gan yr holl staff gyfrifoldeb i hyrwyddo lefelau uchel o ofal cwsmer yn eu maes cyfrifoldeb eu hunain.

Disgwylir i ddeiliaid swydd gydweithredu â'r broses Arfarnu, gan gymryd rhan wrth osod amcanion er mwyn cynorthwyo gyda'r gwaith o fonitro perfformiad a datblygiad yr unigolyn.

Byddwch yn asesu anghenion hyfforddiant a datblygiad pob aelod o staff dan eich rheolaeth er mwyn sicrhau eu bod yn cael eu cefnogi'n ddigonol mewn perthynas â'u cyfrifoldebau gwaith.

Dyletswyddau perthnasol eraill sy'n gymesur â gradd y swydd, a all gael eu neilltuo gan y Rheolwr, mewn cytundeb â deiliad y swydd. Ni ddylid gwrthod cytundeb o'r fath yn afresymol.

Mae'r cyfrifoldebau allweddol sydd wedi'u cynnwys yn y swydd ddisgrifiad hwn yn fynegol, nid yn gynhwysfawr. Gellir addasu dyletswyddau a chyfrifoldebau mewn trafodaeth â deiliad y swydd.

Gall fod gofyn i chi weithio ar unrhyw un o safleoedd Prifysgol Glyndŵr Wrecsam, gyda rhybudd rhesymol.

Adolygu

Mae hwn yn ddisgrifiad o'r swydd ar adeg ei chyhoeddi. Arfer y Brifysgol o bryd i'w gilydd yw adolygu a diweddarau swydd ddisgrifiadau er mwyn sicrhau eu bod yn adlewyrchu natur gyfredol y swydd a gofynion y Brifysgol yn gywir ac i ymgorffori unrhyw newidiadau rhesymol lle bo'r angen, mewn ymgynghoriad â deiliad y swydd.

Er mwyn cyrraedd y rhestr fer, rhaid i chi arddangos eich bod yn bodloni'r holl feini prawf hanfodol a chyn nifer o'r meini prawf dymunol ag sy'n bosibl. Pan fydd gennym nifer fawr o geisiadau sy'n bodloni'r holl feini prawf hanfodol, byddwn wedyn yn llunio'r rhestr fer drwy ddefnyddio'r meini prawf dymunol.

Meini Prawf Dethol					
Priodoleddau	Eitem	Meini Prawf Perthnasol	Dull Adnabod	Pwysigrwydd	
1	Sgiliau a Galluedd	1.1	Pwyslais cryf ar gwsmeriaid a darparu gwasanaeth yn llwyddiannus	Ff/C	H
		1.2	Trafodwr medrus ar bob lefel	Ff/C	H
		1.3	Safonau uchel o ran sgiliau trefnu, proffesiynoldeb ac ymrwymiad	Ff/C	H
		1.4	Yn gallu defnyddio TG, gan gynnwys cronfeydd data, systemau CRM ac offer cyfathrebu marchnata digidol	Ff/C	H
		1.5	Lefel uchel o gywirdeb a sylw at fanylion Sgiliau cyfathrebu rhagorol	Ff/C	H
		1.6	Sgiliau gwneud penderfyniadau a'r gallu i weithio'n annibynnol	Ff/C	H
2	Addysg a Hyfforddiant	2.1	Gradd baglor	Ff/T	H
		2.2	Cymhwyster ôl-raddedig	Ff/T	D
3	Profiad Perthnasol	3.1	Profiad o ddatblygu busnes a chyfathrebu gyda hanes amlwg o gynhyrchu gweithgareddau masnachol	Ff/C	H
		3.2	Profiad o reoli cysylltiadau a chleientiaid	Ff/C	H
		3.3	Profiad o ddatblygu cynigion cleient yn llwyddiannus, gwneud cyflwyniadau a datblygu achos busnes	Ff/C	H
		3.4	Profiad o weithredu technegau cyfathrebu ar-lein ac all-lein effeithiol, gan gynnwys defnyddio offer cyfathrebu digidol er mwyn cynyddu cynhyrchiant arweiniol.	Ff/C	H
		3.5	Profiad o hyrwyddo a gwerthu cynnyrch a gwasanaethau addysgiadol	Ff/C	D
		3.6	Gwybodaeth am weithgareddau a mentrau trosglwyddo gwybodaeth o fewn Addysg Uwch	Ff/C	D
		3.7	Gwybodaeth am bolisiâu Yswiriant, Iechyd a Diogelwch a GDPR ar gyfer darpariaeth WRL	Ff/C	D

4	Gofynion Arbennig	4.1	Y gallu i gyfathrebu yn Gymraeg		A	D
Dyddiad Adolygu						
Allwedd			Dull Adnabod		Ff	Ffurflen Gais
					C	Cyfweliad
					P	Prawf
					T	Copi o Dystysgrifau
					Rh	Rhoi Cyflwyniad
					G	Asesiad Grŵp
			Pwysigrwydd		H	Hanfodol
					D	Dymunol

Job Description

Innovation Liaison Officer



Faculty/Directorate	Enterprise Office
Section	Enterprise
Job Title	Innovation Liaison Officer
Grade	O&A5
Reports To	Head of Enterprise

Principal Accountabilities

As an industry-focussed institution, the University seeks to be sector-leading in its effective engagement with industry and to strongly support the regional economy.

The Innovation Liaison Officer will provide an key role with the experience, and appropriate skills to advise, develop and deliver against the University's Enterprise KPIs, focusing specifically on the developing relationships with new and existing industry partners who are looking to create and develop innovative products and processes.

Key Tasks

- Through promotion, liaison and negotiation, be responsible for increasing the number of innovation project opportunities with local and regional businesses/organisations to support the development of knowledge transfer activities and commercial consultancy.
- Be the main point of contact for businesses looking to enhance their innovation, working independently to build and maintain long term relationships
- Develop and implement a strong innovation communications plan through appropriate channels including events and digital marketing to drive effective lead generation.
- Utilising key local and regional economic information Innovation Liaison Officer will plan, organise and research industry partners who may be looking to develop innovative products and services through engagement with academic expertise.
- Play a key role in the development and maintenance of the University's industry and employer relationships, focusing specifically on industry partners who are integrating innovation within their business.
- Support local, regional and national projects, initiatives and events to effectively promote the University's profile with enterprise partners and other relevant stakeholders.
- Working directly with industry and other external partners to advise, and create innovation

project opportunities where university expertise can be applied to enhance a product or service.

- The role will require decision making skills to ensure the right opportunities are selected to deliver a positive outcome for the business and commercial success for the university.
- Support the Enterprise Team in promoting all the industry services available, such as CPD, short courses, degree apprenticeships, and work-related learning initiatives. This will include representing the university at events both online and in person, presenting to industry and utilising social media to support promotional activities
- Support in enterprise related economic and labour research to support future planning
- Work in close collaboration with academic leads to develop a strong product and service offering which can be communicated clearly and simply to business contacts.
- To ensure appropriate record management processes are followed and all parties (both internal and externally) are aware of their individual responsibilities and requirements
- To provide a high quality and consistent service to businesses and industry with a customer-focused approach
- Act in a professional, proactive and positive manner at all times and maintain confidentiality of information.
- Work effectively with colleagues within the team and across the university to support the University Enterprise Strategy and KPIs.
- To work and communicate effectively with relevant staff across the University, both within academic and professional services teams
- Flexible approach to work and a willingness to undertake occasional evening and weekend work.
- Produce data and output reports to monitor business development progress and performance including measuring, monitoring and reporting on Key Performance Indicators for the University's Enterprise Strategy.
- Maintain an appropriate awareness of, and work effectively within, the policies and procedures of the University, participating in appropriate processes, inter alia, appraisal and continuing professional development.
- Undertake other duties as may reasonably be required within the remit of the post, under the direction of the line manager

General Duties

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

It is the responsibility of employees to apply the University's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

All staff have a responsibility for promoting high levels of customer care within their own areas of responsibility.

Post holders are expected to co-operate with the Appraisal process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with the post holder. Such agreement should not be unreasonably withheld.

The key responsibilities contained in this job description are indicative not exhaustive. Duties and responsibilities may be altered in discussion with the post holder.

You may, with reasonable notice, be required to work at any of the Wrexham Glyndŵr University sites.

Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the job holder.

Person Specification

Innovation Liaison Officer



In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.

Selection Criteria					
Attributes		Item	Relevant Criteria	Identification Method	Rank
1	Skills & Abilities	1.1	Strong customer focus and service delivery achievement	A/I	E
		1.2	Skilled negotiator at all levels	A/I	E
		1.3	High level of organization, professionalism and commitment	A/I	E
		1.4	IT literate, including databases, CRM systems and digital marketing communications tools	A/I	E
		1.5	High level of accuracy and attention to detail Excellent communication skills	A/I	E
		1.6	Decision making skills and the ability to work independatly	A/I	E
2	Education & Training	2.1	Bachelor's degree	A/C	E
		2.2	Post-graduate qualification	A/C	D
3	Relevant Experience	3.1	Business development and liaison experience with a demonstrable record of generation of commercial activity.	A/I	E
		3.2	Client and relationship management experience	A/I	E
		3.3	Experience of successful development of client proposals, presentation delivery, and business case construction	A/I	E
		3.4	Experience in effectively implementing online and offline communication techniques, including the use of digital communication tools to increase lead generation.	A/I	E
		3.5	Experience of promoting and selling educational products and services	A/I	D
		3.6	Knowledge of knowledge transfer activities and initiatives within Higher Education	A/I	D
		3.7	Knowledge of GDPR, Health & Safety and Insurance policies for WRL provision	A/I	D

4	Special Requirements	4.1	Ability to communicate in Welsh	A	D
Date of Revision					
Key			Identification Method	A	Application Form
				I	Interview
				T	Test
				C	Copy of Certificates
				P	Presentation
				G	Group Assessment
			Rank	E	Essential
				D	Desirable