



LICA
University for the
Creative Arts

厦门大学
创意与创新学院
INSTITUTE OF CREATIVITY
AND INNOVATION
XIAMEN UNIVERSITY

Student credit: Ibrahim Ahmad



Join the Institute of Creativity
and Innovation (ICI) in
Zhangzhou, China

WHERE DO WE GO FROM HERE



About UCA

UCA has a vibrant creative community of around 11,000 students from all parts of the UK and overseas, studying a wide range of specialist pre-degree, undergraduate and postgraduate courses at our UK campuses, the Institute of Creativity and Innovation in China, and in our other partner institutions.

In the UK, we have campuses across Surrey and Kent, and a unique combination of disciplines that span the traditional craft areas such as ceramics, glass and jewellery, as well as fine art, architecture and design together with digital arts, screen arts, performance and games. We have particular strengths in creative pedagogy and have a highly respected research performance that produced excellent results in 2021 REF.

Our partnerships with industry and professional bodies now position us well for KEF. We are an important contributor to both the UK and international creative talent pipeline that fuels the creative sectors. And we are both responding to and shaping the future of the arts and creative industries.

Canterbury – School of Art, Architecture and Design
Architecture
Design – spatial and product
Fine Art
Visual Communications

Epsom – School of Creative Business, Fashion and Enterprise
Fashion & Textiles
Creative Business

Farnham – School of Creative and Cultural Arts
Film, Media & Performing Arts
Graphic Design and Illustration
Games and Creative Technology
Crafts
Fine Art and Photography

**Institute of Creativity and Innovation (ICI),
Xiamen University, China**
Visual Communication Design
Environmental Design
Digital Media Arts

Global Partner institutions
Berlin School of Business and Innovation (BSBI)
The Millenium Universal College, Pakistan (TMUC)
London College of Contemporary Arts (LCCA)
London College of Contemporary Music (LCCM)
Hong Kong Management Association (HKMA)
Singapore Raffles Music College
London School of Design and Marketing (LSDM)



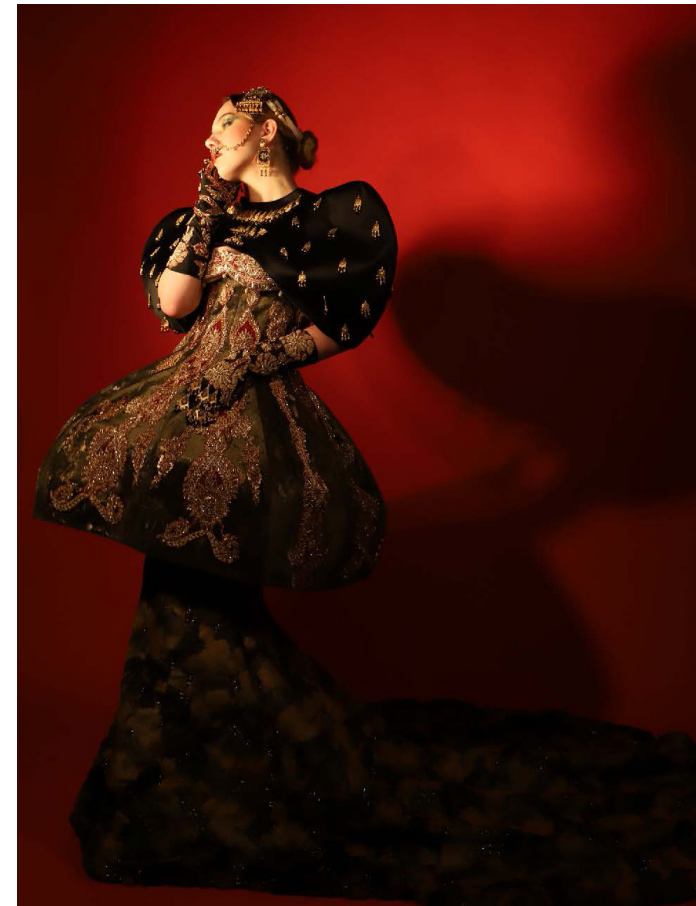
With a long track record of delivering high quality education that prepares graduates for careers in the creative industries, we have been pioneering innovative ideas and practices in creative education for more than 160 years.

- › We are the second highest-ranked specialist creative university in the UK for 2025, according to The Guardian
- › UCA is ranked 12th for social inclusion in the UK in The Times/Sunday Times for 2025
- › UCA is the UK’s top specialist art and design university for world-leading research outputs in the most recent Research Excellence Framework, with 99% of its research internationally recognised for quality
- › We are the third highest-ranked specialist creative university in the UK in The Times / Sunday Times and Daily Mail for 2024
- › Our architecture courses are ranked third for teaching quality in The Times/Sunday Times for 2025
- › Our architecture courses are ranked second for student experience in The Times/Sunday Times for 2025
- › Our interior design courses are ranked eighth in the UK by The Guardian for 2024
- › UCA is ranked eighth for its tutor-to-student ratio in the 2024 Complete University Guide, The Guardian and The Times / Sunday Times
- › We are ranked 15th for Fashion & Textiles in the UK by The Guardian for 2024
- › UCA holds a silver award for the high quality of its teaching and is recognised as offering outstanding professional development to staff (TEF, 2023)
- › We opened our first overseas campus in 2019, partnering with Xiamen University, China, to establish the Institute of Creativity and Innovation
- › Our unique Business School for the Creative Industries in Epsom was the first of its kind in the UK and offers franchised courses around the world
- › Leading industry partnerships include those with the National Theatre, London Fashion Week, Warner Bros. and Vogue Magazine
- › Our students, staff and graduates are making waves in every corner of the creative industries, and winning awards and prizes from Golden Globes to Pulitzers
- › Our honorary graduates and alumni include Yinka Ilori MBE, Jonathan Anderson, Banksy, Naomi Campbell, Sir Bob Geldof, Gareth Edwards, Karen Millen, Dame Tracey Emin, Dame Zandra Rhodes, Oscar-winner Daniel Greaves and Peppa Pig creator Mark Baker.

Our Chancellor



Professor Dame Magdalene Odundo DBE
Internationally renowned ceramicist, UCA alumna and Professor Emerita.



Student credit: Aziz Khurram

Opened in September 2020, UCA's Institute for Creativity and Innovation (ICI) in Zhangzhou, China, is a specialist higher education institution established in partnership with Xiamen University. This collaboration provides students in China with access to UCA's and the UK's world-renowned expertise in creativity and education.

As a fully integrated campus of Xiamen University, ICI offers a range of undergraduate and graduate programs aligned with the rigorous standards of the UK higher education system. UCA's innovative pedagogical approaches emphasize creativity, industry engagement, and practical problem-solving.

ICI fosters essential skills for success in a rapidly evolving world—communication, collaboration, critical thinking, and creativity. Students develop foundational design skills applicable across disciplines, alongside specialized expertise in Digital Media Arts, Environmental Design, and Visual Communication Design.

Graduates earn an internationally recognized dual degree from UCA and Xiamen University, equipping them for global career opportunities or further postgraduate study.

ICI maintains strong connections with its UK sister campuses and creative industry networks worldwide. Through guest lectures and industry partnerships, students gain valuable insights into the latest trends and innovations in design.

The campus is situated within Xiamen University's Zhangzhou location, offering a scenic, park-like setting with mountains to the west, Amoy Bay to the north, and the South China Sea to the east—an inspiring environment for creative learning.





The Role – UCA Director of the Institute of Creativity and Innovation, China

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Job Summary

To provide academic and administrative leadership of ICI courses, academic teams and students. To be the most senior level UCA administrative and management officer within ICI with responsibility for all aspects of ICI and through collaboration with Xiamen University, have responsibility for the successful delivery of the joint institute.

Be the most senior member of the academic team of the ICI, leading the approaches to teaching, learning and assessment of ICI courses, developing and applying innovative and appropriate teaching techniques that develop the knowledge, skills and successful career journeys of students. Lead curriculum development and review, having responsibility for the standards and quality assurance of courses.

Main duties

- › This role profile is non-contractual and provided for guidance. The role supports the university to deliver on the priorities set out in the University strategy
- › It will be updated and amended from time to time in accordance with the changing needs of the University. The balance of duties and responsibilities for this professional role will be determined in agreement with your line manager and the principles of the stated job purpose.

Key Accountabilities

Leadership and management

- › To provide support for the initial development of ICI through ongoing negotiation with Xiamen University on behalf of UCA
- › To manage ICI courses, their development and implementation
- › To provide academic leadership for the course/s
- › To represent ICI course/s at Examination Boards
- › To be responsible for the assessment of students and the development of teaching and learning strategies appropriate to the nature of the course of study
- › To oversee curriculum development of the course/s and ensure the continuous improvement of the quality, effectiveness and efficiency of the provision
- › To liaise with appropriate UCA and Xiamen University staff to ensure effective deployment of academic and support staff, technical and financial resources in order to deliver high quality education
- › To act as line manager for the academic team
- › To ensure excellent communication with UCA, Xiamen University, ICI staff and students to ensure the delivery of agreed objectives
- › To be a member of the ICI management board and represent the ICI on UCA and Xiamen University committees as required

- › To be responsible for the preparation of course-level Annual Academic Monitoring reports
- › To ensure compliance of staff and students with Health & Safety policies and procedures
- › To act as a Performance Development Review (PDR) Manager for designated staff
- › To undertake annual planning and budget preparation for the Institute of Creativity and Innovation, in line with UCA practices
- › To prepare such planning papers and reports as may be required to assist the strategic development of the courses and the Institute
- › To participate in specified teaching, research and scholarly activities to fulfil academic and professional objectives
- › Maintaining and promoting equality and diversity within the terms of the University's published procedures
- › Prioritise own workload within agreed objectives to ensure all activities are completed to deadlines
- › Provide induction, support and training to staff on the development of teaching, learning and assessment, regulations and university procedures
- › Attend training and meetings at UCA/UK as required.

Student learning experience

- › To support the teaching objectives of the ICI by delivering teaching through allocated lectures, tutorials and other forms of teaching
- › Set and mark coursework and exams, providing constructive feedback to students
- › To work with the UK Link Tutor to develop where appropriate revisions to existing modules or courses in terms of design, content, structure, forms of delivery, method of assessment
- › To develop own teaching materials, methods and approaches, with guidance. Obtain and analyse feedback on own teaching design and delivery to facilitate this
- › To contribute to the development of new teaching approaches and course proposals and to the design of curricula which are academically excellent, coherent and intellectually challenging
- › To ensure that course design and delivery at the ICI comply with the quality standards and regulations of the University
- › To provide – with mentoring - supervision to students, giving advice on study skills and helping with learning problems. To identify the learning needs of students and define learning objectives
- › To supervise student projects, field trips and, where appropriate, placements

- › To maintain active links with industry and professional practitioners and to bring these networks to the ICI for the benefit of students
- › To coordinate with Link Tutors or Module Leaders in the UK to ensure the consistency and equivalence of teaching and learning at the ICI and the UK
- › To coordinate the teaching arrangements with academic staff of Xiamen University who would contribute on the same module
- › To work closely with the English team to integrate the academic study with the English improvement of students
- › To monitor students' progress regularly and provide additional support to students if necessary
- › To work closely with staff from other disciplines at the ICI to offer students cross disciplinary study experience
- › To work closely with UCA, ICI and Xiamen University academic and administration teams to ensure that all the work conducted meets the regulations and requirements of the University
- › If required, and within field of expertise, deliver modules and provide support to students within the ICI academic scheme programmes.

Research, professional practice and pedagogy

- › UCA operates Academic Career Fields that recognises and supports the expertise of academic staff in Research, Professional Practice or Creative Education fields. Staff are scholarly in their field of expertise, investigating and applying innovation in curriculum development, teaching, learning and assessment methods to their work and the wider team
- › Staff may be supported with time and resources for advanced research and professional practice in discussion with their line-manager

Pastoral care

- › Be responsible for pastoral care of students
- › Act as personal tutor, giving first-line support and mentoring to students
- › Appreciate the needs of individual students and their circumstances
- › Use listening, interpersonal and pastoral care skills to deal with sensitive issues concerning students and provide support
- › Refer students as appropriate to services providing further support.

Liaison and networking

- › Work on specified projects, deputising for the Pro-Vice Chancellor and UCA at points, and working on behalf of UCA
- › Work with faculty colleagues on a wide range of issues
- › Participate in and develop networks within UCA and Xiamen University and externally concerned with learning and teaching matters, quality and student satisfaction
- › Participate in collaborative partnerships with external partners, which are concerned with knowledge exchange and promoting educational links with practice and industry
- › Undertake international visits in order to establish partnerships at partner institutions.

Academic administration

- › Take overall responsibility for course organisation and management including areas such as the development and organisation of the virtual learning environment, course timetables, student assessment of progress, student attendance, teaching quality, student experience etc.
- › Participate in faculty and school meetings.

Additional Key Requirements

Communication

- › Routinely communicate complex and conceptual ideas to those with limited knowledge as well as to peers using high level skills and a range of media
- › Communicate with colleagues in Xiamen University (sometimes through translation) to ensure the development of the institute.

Teamwork

- › Lead a team of expatriate staff members and develop productive working relationships with other members of staff
- › Manage and co-ordinate the work of colleagues to identify and respond to student needs.

Initiative, problem solving and decision making

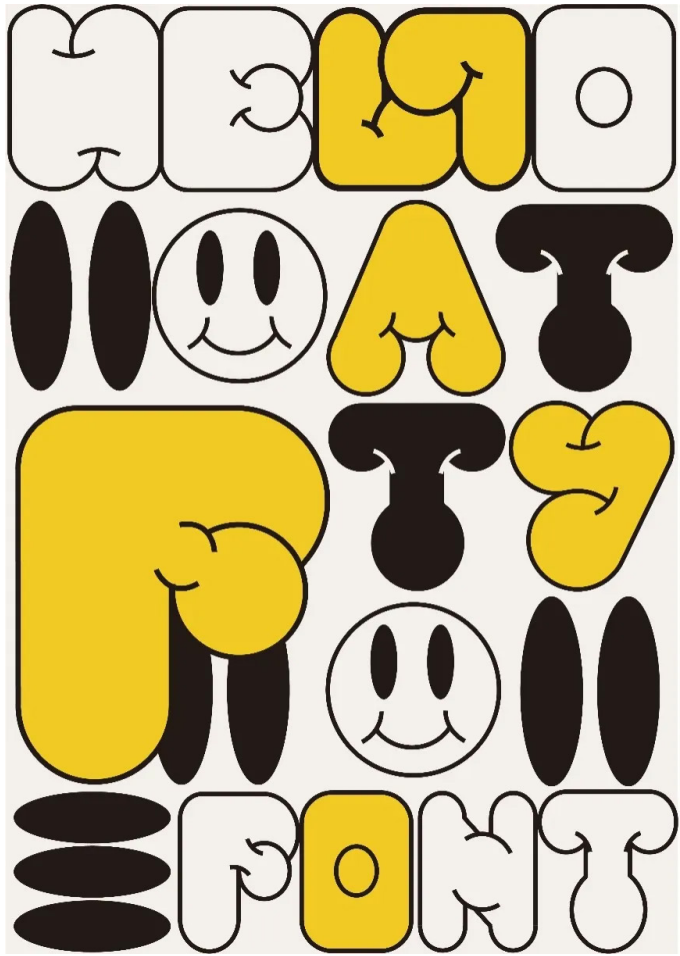
- › Identify the need for developing content or structure of modules with colleagues and ensure developments are undertaken and approved
- › Develop ideas and find ways of disseminating and applying the result of scholarship
- › Exercise responsibility for the development of the Institute
- › Lead and collaborate with colleagues on the implementation of assessment procedures
- › Contribute to the accreditation of programmes and quality control processes
- › Tackle issues affecting the quality of delivery and ensure responding to student's concerns promptly
- › Make decisions regarding the content, delivery and assessment of courses within agreed regulations
- › Balance the competing pressures of teaching, scholarship and administrative demands and deadlines
- › Work independently on behalf of the University as a representative in People's Republic of China.

Work enviroment

- › Be aware of the risks in the workplace and the potential impact on their own work and that of others
- › Depending on area of work (for example laboratories, workshops, studios) conduct risk assessments, take steps to reduce hazards and comply with health and safety policies and procedures.

Duties of all staff

- › To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade
- › Maintain and promote health, safety & wellbeing awareness and commitment within the framework of the University's Health, Safety & Wellbeing policy
- › Take responsibility for health and safety of yourself and others in carrying out the duties of the role
- › To promote equality, diversity and inclusion in your performance of your duties
- › Undertake any other work and hours of work as required to commensurate with the level and responsibility of the post
- › To actively participate in learning and development to meet the requirements of your role and the University.



Student credit: Hongyang Jiang

Person Specification

Qualifications

- › Higher degree in a relevant subject (essential)
- › Teaching qualification or equivalent professional experience (ie fellow of the UK higher education academy, peer review etc).

Knowledge and Experience

- › Experience of higher education management and leadership including the ability to lead academic teams and use a range of techniques to enthuse and engage students and provide an excellent student experience (essential)
- › Extensive experience in senior leadership roles within the education sector, preferably with international or joint venture institutions (essential)
- › Strong understanding of academic governance, quality assurance, and compliance frameworks (essential)
- › Sufficient breadth/depth of specialist knowledge in the discipline to teach the curriculum and ensure its continued development (essential)
- › Evidence of excellent teaching and successful curriculum development in an international setting (essential)
- › Visionary leadership with the ability to develop and execute strategic plans for the growth and sustainability of the institute (essential)
- › Evidence of senior level research/professional practice.

Personal Attributes and Behaviour

- › Excellent communication, negotiation, and interpersonal skills to engage with diverse stakeholders (essential)
- › Strong negotiation skills and ability to manage complex stakeholder relationships, including government bodies, education partners, and international collaborators (essential)
- › Able to demonstrate independent and self-managing approach to working (essential)
- › Ability to speak Mandarin is helpful, but support will be provided
- › Knowledge of emerging technologies in education, including AI-driven learning, online education platforms, and digital transformation.



Candidates should apply for this role through our vacancy page at:
<https://jobs.ucreative.ac.uk/>

Closing date: Tuesday 30 September 2025
Interview date: Monday 10 November 2025

Please include a full CV and a letter of application (no longer than two pages) setting out your interest in the role and explaining how your experience, attributes and skills align with those for which we are looking. We would welcome any other additional documents or portfolios showcasing your work.


Informal questions regarding the post should be directed to Lyndsay Duthie, Pro Vice Chancellor, Academic Partnerships and Industry engagement by email to Lyndsay.Duthie@uca.ac.uk




Student credit: Zhitong Zhou

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