



# **Head of News and Public Affairs – Mat Leave Cover (12-month FTC)**

Recruitment pack | November 2020

## Head of News and Public Affairs – Mat Leave Cover (12-month FTC)

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11 November 2020

Dear Applicant,

Thank you for your interest in this position. Enclosed is the information you require to assist you in applying for the role.

To apply:

- Please provide a **personal statement** and up-to-date **CV** combined in a single document. The document must be a maximum of 4 pages in total – no more than 2 pages for the personal statement and no more than 2 pages for your CV. Please state your name and the job you are applying for at the top of the document and save it as follows: “Your name/job title” e.g. Martha Jones/ Head of News and Public Affairs  
**Please note that if your submitted application does not meet these requirements, we will be unable to consider it.**
- Your personal statement should set out how you are a good candidate for this post and how you fulfil the role profile and person specification. Your CV must show your full career history with any breaks explained.
- We would also be grateful if you could complete and return with your application an equal opportunities monitoring form, which will be treated confidentially and separated from your application prior to the shortlisting process. The form can be accessed [here](#).
- Please indicate in your covering e-mail if you are applying as a disabled applicant.
- Please indicate in your covering e-mail if there are any dates you cannot attend during the week scheduled for interviews.

Applications should be e-mailed to [recruitment@thebritishacademy.ac.uk](mailto:recruitment@thebritishacademy.ac.uk)

**Applications must be received by 5pm, Wednesday 25 November 2020.**

Please contact Giuseppe Scannapieco, HR Officer, if you have any questions or queries at [giuseppe@thebritishacademy.ac.uk](mailto:giuseppe@thebritishacademy.ac.uk)

We look forward to hearing from you.

Yours sincerely,

Liz Hutchinson  
**Director of Communications**  
**The British Academy**

# Welcome to the British Academy

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The British Academy is the UK's national academy for the humanities and social sciences. We mobilise these disciplines to understand the world and shape a brighter future.

From artificial intelligence to climate change, from building prosperity to improving well-being – today's complex challenges can only be resolved by deepening our insight into people, cultures and societies.

We invest in researchers and projects across the UK and overseas, engage the public with fresh thinking and debates, and bring together scholars, government, business and civil society to influence policy for the benefit of everyone.

Our Strategic Plan which runs to 2022 has five main objectives:

- To speak up for the humanities and social sciences;
- To invest in the very best researchers and research;
- To inform and enrich debate around society's greatest questions;
- To ensure sustained international engagement and collaboration; and
- To make the most of our assets to secure the Academy for the future.

## Equality, Diversity & Inclusion statement

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As a key part of our People Strategy, the British Academy is committed to creating a diverse and inclusive working environment, promoting equal opportunity, and addressing under-representation. We welcome applications from people of all backgrounds. We will make reasonable adjustments to support disabled job applicants and offer an interview to those meeting the minimum selection criteria.

You can find more information on the Academy's vision and current activities here: <https://www.thebritishacademy.ac.uk/about/equality-diversity-inclusion-british-academy/>

# News and Public Affairs Team

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The News and Public Affairs Team manages the British Academy's profile and relationships with people of influence in politics and the media, making sure that these people understand the organisation's purpose and ambitions. The team coordinates engagement across the Academy's diverse teams and policy portfolios, providing strategic communications advice and leading on forward planning and horizon scanning.

The News and Public Affairs Team is one part of a wider integrated Communications team which looks after the Academy's digital strategy, publications and public events.

## The Role

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The postholder, who will already have senior level experience in a comparable organisation, will take responsibility for the overall management, planning and delivery of the Academy's press and public affairs as well as playing a key role in the delivery of the overall communications strategy.

He/she will ensure effective promotion of the full range of the Academy's growing range of activities to help build the Academy's reach and impact and particularly for our programmes aimed at policy-makers and civil society on subjects varying from purposeful business to childhood development and the societal and cultural implications of the pandemic.

Furthermore, he/she will seek innovative ways of increasing public awareness of the importance and public value of our disciplines and support our research award holders in securing coverage for their work.

# Job Description

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<b>Identification of job</b>	
<b>JOB TITLE:</b>	Head of News and Public Affairs – Mat Leave Cover (12-month FTC)
<b>LOCATION:</b>	Home-based until early 2021 and then at the office location of: The British Academy, 10-11 Carlton House Terrace, SW1Y 5AH
<b>REPORTS TO:</b>	Director of Communications
<b>STAFF SUPERVISED:</b>	1x Public Affairs Manager, 1x Press Officer and 1x Media Relations and Public Affairs Executive
<b>Purpose of the job</b>	
<b>OVERALL OBJECTIVE:</b>	<p>To lead the Academy’s media relations and public affairs strategy, to secure greater visibility for the British Academy and the humanities and social sciences. This role will lead the Academy’s strategic communications planning, to capture stories and disseminate them to a wide audience. It will deepen engagement with a wide range of external audiences, co-ordinating stakeholder engagement across the Academy and strengthening the profile of the subjects with opinion formers.</p> <p>This role will also manage the British Academy’s contribution to the SHAPE campaign.</p>
<b>MAIN DUTIES:</b>	<p><b>News and Media Relations</b></p> <ul style="list-style-type: none"> <li>○ Run the Academy’s Press Office, ensuring that we have the right systems, processes and skills to monitor the media, respond quickly and effectively to the news agenda, deal with requests from journalists and analyse our activity.</li> <li>○ Develop and deliver a news-led media relations strategy to promote the relevance and value of the Academy’s Fellowship, funded research and policy initiatives.</li> <li>○ Position the Academy as a thought-leader among the media, securing comment and opinion pieces for our</li> </ul>

Chief Executive, President and other members of the organisation.

- Work with media-active Fellows and funded researchers to secure greater recognition of the Academy.
- Provide strategic counsel on media issues to the Chief Executive and President, and anticipate and handle reputational issues.
- Manage the organisation's strategic communications grid to ensure effective planning of news and announcements, and oversee news content across channels including social media.

### **Public Affairs**

- Lead the organisation's Public Affairs strategy with the support of the Public Affairs Manager and in close liaison with the policy team.
- Boosting the Academy's reputation among a range of individuals and organisations, developing a community of friendly parliamentarians and influencers.
- Demonstrate the importance of the humanities and social science research to policy makers' work by supporting Fellows and researchers to engage with parliament and its committees and groups.
- Support and co-ordinate engagement undertaken by other departments, particularly the Academy's policy teams.
- Develop and deliver cross-channel communication plans where the Academy has established policy positions, for example on the future of business or languages.
- Oversee the Academy's contribution to the SHAPE initiative, a cross-sector campaign to improve perceptions of the arts, humanities and social sciences.

### **Leadership and management**

- Line manage three staff members: Public Affairs Manager, Press Officer and Media Relations & Public Affairs Executive to ensure high performance and the development of skills and experience.
- Intermittent management of agencies and external suppliers.
- Deputise for the Director of Communications in her absence.
- Play an active role in the Communications Directorate Management Team, contributing to cross-team development including priority setting and ways of working, and to the overall organisational strategy.
- Oversee a budget, ensuring value for money and quality where work is commissioned from suppliers.

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# Person Specification

Candidates are advised to read the person specification carefully and to **only apply if they can demonstrate the required knowledge, skills and experience.**

POST:	Head of News and Public Affairs
DIRECTORATE:	Communications
Requirements	Essential / <i>Desirable</i>
Experience, Knowledge & Qualifications	<ul style="list-style-type: none"> <li>○ Experience at a senior level in a news-driven organisation.</li> <li>○ Experience of working in a complex organisation, with varied stakeholders.</li> <li>○ Proven experience of developing a successful public affairs strategy</li> <li>○ Experience of managing staff, budgets, agencies and other resources including third party suppliers.</li> <li>○ Demonstrable experience of having successfully led, motivated and developed a team of professionals.</li> <li>○ Experience of significantly raising an organisation's profile through effective media relations and stakeholder engagement.</li> <li>○ Good knowledge and understanding of the UK's Higher Education and Research environment, and key issues it faces.</li> <li>○ Excellent and detailed knowledge and understanding of the media with a broad network of contacts.</li> <li>○ Knowledge of news and commentary-led media and the news agenda.</li> <li>○ Highly developed news sense and awareness of the news agenda.</li> </ul>
Skills, Personal style and Behaviours.	<ul style="list-style-type: none"> <li>○ Sound political judgement and high levels of political awareness.</li> <li>○ In-depth understanding of effective stakeholder engagement.</li> <li>○ Journalistic writing skills and the ability to spot a story.</li> <li>○ Extensive media contacts in print and broadcast, national and regional and preferably international.</li> <li>○ Excellent interpersonal skills, able to communicate effectively with people at all levels.</li> <li>○ Excellent planning, organising and negotiating skills.</li> <li>○ Strong analytical and problem solving skills.</li> <li>○ Ability to inspire teams and command respect from senior managers.</li> <li>○ Proven ability work across formal line management boundaries, to effect organisational change.</li> <li>○ Resilience and the ability to keep calm under pressure.</li> </ul>

	<ul style="list-style-type: none"><li>○ Responsiveness and the ability to act quickly and effectively.</li><li>○ A team player who works collaboratively and communicates effectively with colleagues.</li><li>○ Manages time and resources effectively.</li><li>○ Demonstrates a pro-active, can-do attitude.</li></ul>
Other Requirements	<ul style="list-style-type: none"><li>○ Demonstrates commitment to high quality service and efficiency in all aspects of the organisation's operations.</li><li>○ Demonstrates commitment to equality and diversity.</li></ul>



# Terms and Conditions of Employment

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## Position

Head of News and Public Affairs – Mat Leave Cover (12-month FTC)

## Location

Home-based until early 2021 and then at the office location of:

[10-11 Carlton House Terrace](#)  
[London](#)  
[SW1Y 5AH](#)

## Remuneration

£54,000 per annum

## Hours of work

35 hours a week - Monday to Friday

## Annual Leave

34 days per annum plus bank holidays

## Our benefits package includes:

- a subsidised canteen
- a defined benefit pension scheme
- interest-free season ticket loans
- a stunning, Grade I listed building
- enhanced employee policies
- flexible working and core hours policies
- annual pay review
- social activities

# Key Dates

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**Closing date for completed test** 5pm, Wednesday, 25 November 2020

**Shortlisted candidates to be informed** Week commencing 30 November 2020

**Interviews to take place** Week commencing 7 December 2020