

Deputy Head of Communications & Public Relations

Recruitment pack | May 2022

Deputy Head of Communications & Public Relations

11 May 2022

Dear Applicant,

Thank you for your interest in this position. Enclosed is the information you require to apply 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 – Deputy Head of Communications & Public Relations**. 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 why you feel that 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 are asking all applicants to complete our equality data monitoring survey. Completing this form will help us establish a better baseline for future equality, diversity and inclusion action. The information collected will be held securely and handled sensitively in line with the Academy’s data protection policy. The survey can be accessed through the advert on the current vacancies page.
- We guarantee to interview all applicants with a disability who meet the essential criteria for the post. Please indicate in your covering e-mail if you are applying as an applicant with a disability.
- Please indicate in your covering email if you cannot attend the scheduled date for interviews.
- Please note that the successful candidate will require the right to work in the UK – in your covering email, please confirm that you possess proof of right to work, as this will be required later on in the recruitment process.

Applications should be e-mailed to recruitment@thebritishacademy.ac.uk and must be received by **12pm (GMT), Monday 30th May 2022**.

Please contact the HR team, if you have any questions or queries at hrteam@thebritishacademy.ac.uk

We look forward to hearing from you.

Yours sincerely,

Liz Hutchinson
Director of Communications & Marketing

Welcome to the British Academy

The British Academy is the UK's national body for the humanities and social sciences. Our purpose is to deepen understanding of people, societies and cultures, enabling everyone to learn, progress and prosper.

We have three principal roles:

A Fellowship of distinguished scholars from all areas of the humanities and social sciences, elected by their peers, that facilitates the exchange of knowledge and ideas and promotes the work of our subjects.

A Funding Body that supports the best ideas, individuals and intellectual resources in the humanities and social sciences, nationally and internationally.

A Forum for debate and engagement that stimulates public interest and deepens understanding, that enhances global leadership and policy making, and that acts as a voice for the humanities and social science

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

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 applicants with a disability 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](#).



The Communications and Public Affairs Team

The Communications and Marketing Directorate is responsible for raising the profile of the Academy among a wide range of audiences. The Directorate is organised into four small teams but is a collaborative and integrated team working closely together on all aspects of our work. The four teams are Digital, Brand and Marketing, Events, News and Public Affairs and Publishing.

The Communications 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 and the general public understand the organisation's purpose and ambitions.

The Role

The role holder will be responsible for increasing awareness and positive perceptions of the British Academy as the UK's national academy for the humanities and social sciences. As well as managing the press office and securing media coverage for the Academy's policy and research work, this post will be responsible for delivering integrated communications and PR campaigns as the Academy enters a new phase of its strategic plan and opens its doors to its newly refurbished building for events and other activities.

This post will also oversee stakeholder relations activity aimed at developing relationships with high profile individuals, 'friends' of the Academy and with the arts and cultural sectors.

The Academy's policy teams, its Fellows and researchers cover a wide range of topics. One day you might be convening a network of advocates for our subjects, another approaching features editors about an archaeological discovery one of our researchers has made and the next supporting development colleagues to fundraise for our work. Because there is such breadth, we are looking for someone with a discerning eye and who is able to get into complex content quickly.

Job Description

Identification of job	
JOB TITLE:	Deputy Head of Communications and PR
LOCATION:	The British Academy, 10-11 Carlton House Terrace, SW1Y 5AH with hybrid-working available
REPORTS TO:	Head of Communications & Public Affairs
STAFF SUPERVISED:	News & PR Manager
Purpose of the job	
OVERALL OBJECTIVE:	To increase awareness and positive perceptions of the British Academy as the UK's national academy for the humanities and social sciences among people of influence – the media and high-profile individuals. As well as managing the press office and securing media coverage for the Academy's policy and research work, this post will be responsible for delivering joined-up PR campaigns as the Academy enters a new phase of its strategic plan and opens its doors to its newly refurbished building for events and other activities. This post will also oversee stakeholder relations activity aimed at developing relationships with 'friends' of the Academy and with the arts and cultural sectors.
MAIN DUTIES:	<p>Lead and deliver the News and PR strategy ensuring a consistent flow of stories that demonstrate the value of the humanities and social sciences</p> <ul style="list-style-type: none">○ Line Management of the News and PR Manager○ Brief senior figures ahead of events, media appearances and stakeholder meetings○ Identify and manage reputational risks○ Oversee the communications planning grid working closely with team members in the digital, policy, events and research team○ Deputise for the Head of Communications and Public Affairs

	<p>Identify and lead cross-organisational PR campaigns to support the Academy's strategic positioning</p> <ul style="list-style-type: none">○ Develop communications campaigns for cross-organisational initiatives for example launching the Academy's refurbished building and event spaces, its new strategic plan and EDI strategy○ Co-ordinate the Academy's role in the SHAPE initiative, developing networks and activities to bring together the social sciences, humanities and the arts and working with the SHAPE Observatory to promote its work○ Work closely with Development on PR strategies to support fundraising○ Oversee the communications strategy for the British Academy book prize for global cultural understanding <p>External relations</p> <ul style="list-style-type: none">○ Manage the Academy's relationships with high profile individuals including Honorary Fellows, prize and medal winners and other 'friends' of the Academy○ Feed into the organisational stakeholder map, taking responsibility for building relationships in the culture, heritage and arts sector○ Support senior staff and Fellows to build new relationships○ Build a network of professionals working in the SHAPE disciplines <p>Corporate communications</p> <ul style="list-style-type: none">- Support the development of messaging for initiatives aimed at staff and Fellows of the British Academy- Provide advice to other teams on internal communications- Draft speeches/key articles for senior figures
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Person Specification

Candidates are advised to read the person specification carefully and to **only apply if they can demonstrate experience in relation to the essential criteria.**

Please note that criteria in italics are desirable.

Criteria with an Asterix will be assessed at the selection stage.

POST:	Deputy Head of Communications & PR
DIRECTORATE:	Communications & Marketing
Experience & Qualifications	<ul style="list-style-type: none">○ Demonstrable experience of delivering cross-channel PR campaigns*○ Substantial experience of press and media work, including social and online media, in a relevant sector*○ Demonstrable record of achievement, including successfully identifying, planning and placing stories at a national level*○ Line management experience*○ Experience managing third party suppliers or consultants○ <i>Experience of promoting events, exhibitions or openings</i>○ <i>Experience of coaching experts, particularly academics, for media and events</i>○ <i>Experience of working in an agency or with clients or of managing an agency or consultant</i>○ <i>Experience of building networks</i>○ <i>Experience of delivering internal communications</i>
Knowledge	<ul style="list-style-type: none">○ Excellent knowledge and understanding of the press and media sector and good press and media contacts*○ Good knowledge and understanding of modern marketing, communications and PR techniques*○ Good knowledge and understanding of social media and online content management○ Good knowledge of UK political landscape○ Good knowledge of UK arts, culture and heritage sectors○ <i>Knowledge and understanding of the UK higher education system</i>○ <i>Well networked within the arts, culture and heritage sectors</i>
Skills	<ul style="list-style-type: none">○ Excellent writing and editing skills in English*○ Strong planning, organising and negotiating skills○ Strong relationship building skills, able to make connections quickly

Personal style and Behaviours	<ul style="list-style-type: none"> ○ High level of personal drive and ability to motivate others ○ Resourceful and able to work autonomously and using own initiative ○ High level interpersonal skills, able to communicate effectively with people at all levels ○ Handles difficult situations calmly, with sensitivity and respect ○ Personal commitment to the values, vision and objectives of the Academy
Other Requirements	<ul style="list-style-type: none"> ○ Demonstrates commitment to high quality service and efficiency in all aspects of the organisation's operations ○ Demonstrates commitment to equality and diversity.

Terms and Conditions of Employment

Please note that these terms and conditions are for **information purposes only**.

Position

Deputy Head of Communications & PR

Location

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

Remuneration

£42,300 per annum

Hours of work

9am to 5pm - Monday to Friday

Annual Leave

34 days (not including 8 bank holidays)

Our benefits package includes:

- a defined benefit pension scheme
- interest-free season ticket loans
- interest-free bicycle loans
- a stunning, Grade I listed building
- 34 days of annual leave, not including bank holidays
- enhanced employee policies
- flexible working and core hours policies
- annual pay and merit awards
- social activities
- hybrid working

Key Dates

Closing date for completed applications	12noon, Monday 30 May 2022
Shortlisted candidates to be informed	Friday 10 June 2022
Interviews to take place	Thursday 16 June 2022