



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

Recruitment pack | July 2022

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

29 July 2022

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 Communications 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 an applicant with a disability.
- 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

Applications must be received by 12pm (GMT), Monday 22nd August 2022

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

We look forward to hearing from you.

Yours sincerely,

Liz Hutchinson
Director of Communications and Marketing

Welcome to the British Academy

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

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/>



Communications and Public Affairs Team

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 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 Communications and Public Affairs Team is one part of a wider integrated Communications and Marketing department which looks after the Academy's brand, profile and reputation via digital strategy, publications, and events.

The Role

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

Identification of job	
JOB TITLE:	Head of Communications and Public Affairs – Maternity Leave Cover (12-month FTC)
LOCATION:	10-11 Carlton House Terrace + remote working opportunities.
REPORTS TO:	Director of Communications and Marketing
STAFF SUPERVISED:	1x Deputy Head of Public Affairs 1 x Deputy Head of Communications & PR
Start Date	Due to the fixed term nature of the role, we are looking for the successful candidate to be able to start in the role by early October. Please let us know in your application if this is going to be an issue.
Purpose of the job	
OVERALL OBJECTIVE:	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. This role will also lead integrated communications campaigns to support the Academy’s transformation programme, including a multi-million pound re-development of its building, and the work to develop the notion of SHAPE. The Head of Communications and Public Affairs leads a team of five; Deputy Head of Communications & PR, Deputy Head of Public Affairs, a Public Affairs Officer, a News and PR Manager and a Press and Public Affairs Assistant.

<p>MAIN DUTIES:</p>	<p>News and Media Relations</p> <ul style="list-style-type: none"> ○ 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. ○ 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. ○ Position the Academy as a thought-leader among the media, securing comment and opinion pieces for our 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. <p>Public Affairs</p> <ul style="list-style-type: none"> ○ 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. <p>Leadership and management</p> <ul style="list-style-type: none"> ○ Lead a team of five and line manage two staff members: Deputy Heads of Public Affairs and Communications to
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	<p>ensure high performance and the development of skills and experience.</p> <ul style="list-style-type: none"> ○ 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.**

Criteria marked with a (*) will be assessed at the written application stage.

POST:	Head of Communications and Public Affairs
DIRECTORATE:	Communications
Requirements	Essential / <i>Desirable</i>
Experience, Knowledge & Qualifications	<ul style="list-style-type: none"> ○ Experience at a senior level in a news-driven organisation. ○ Experience of working in a complex organisation, with varied stakeholders.* ○ Experience of managing staff, budgets, agencies, and other resources including third party suppliers. ○ Demonstrable experience of having successfully led, motivated, and developed a team of professionals.* ○ Experience of significantly raising an organisation's profile through effective media relations, public affairs and stakeholder engagement.* ○ Good knowledge and understanding of the UK's Higher Education and Research environment, and key issues it faces. ○ Excellent and detailed knowledge and understanding of news and commentary led media with a broad network of contacts. ○ Highly developed news sense and awareness of the news agenda.

<p>Skills, Personal style and Behaviours.</p>	<ul style="list-style-type: none"> ○ Sound political judgement and high levels of political awareness. ○ Journalistic writing skills and the ability to spot a story.* ○ Excellent interpersonal skills, able to communicate effectively with people at all levels. ○ Excellent planning, organising and negotiating skills. ○ Strong analytical and problem solving skills. ○ Ability to inspire teams and command respect from senior managers.* ○ Proven ability work across formal line management boundaries, to effect organisational change.* ○ Resilience and the ability to keep calm under pressure.* ○ Responsiveness and the ability to act quickly and effectively.* ○ A team player who works collaboratively and communicates effectively with colleagues. ○ Manages time and resources effectively. ○ Demonstrates a pro-active, can-do attitude.
<p>Other Requirements</p>	<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

Position

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

Location

[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 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

Closing date for applications	Midday, Monday 22 nd August 2022
Shortlisted candidates to be informed	Friday, 26 th August 2022
Interviews to take place	Monday, 12 th September 2022