

## Job description: Head of Communications (Job share)

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| Title:             | Head of Communications (job share)  |
| Team:              | Public Affairs  |
| Reporting to:      | Director of Public Affairs  |
| Duration:          | 6-month fixed term contract (October 2020 – March 2021) with the potential to become permanent  |
| Working hours:     | Part time, 2 or 3 days per week (15 - 22.5 hours) - to be agreed with candidate   |
| Location:          | Initially remote working with office arrangements for 2021 TBC (within Central London). Attendance will be required in Central London for meetings. |
| Starting date:     | October 2020  |
| Key relationships: | Job share partner, comms manager, all members of the public affairs team, all other Impetus staff, trustees, journalists and suppliers / agencies.  |

### About Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life.

We find, fund and build the most promising charities working with these young people, providing core funding and working shoulder-to-shoulder with their leaders to help them become stronger organisations.

In partnership with other funders, we help our charities expand and we influence policy and decision makers so that all young people get the support they need.

Impetus currently has 35 members of staff, supporting 15 charities with programmes across England, Wales and Scotland

### About this role

The Head of Communications occupies a unique and exciting role within Impetus as they sit at the heart of our organisation and work across all teams, giving them insight into all our work and allowing them to draw this together to build an exciting, engaging narrative and body of work to build our profile.

Our long-standing Head of Communications is returning from a period of maternity leave in October 2020 on a part-time basis, this role would work alongside her on a job share basis. We've split the role of the Head of Communications along the lines of key competences. Our current Head of Communications would lead on corporate communications, the design elements of our brand, marketing and charity support. This role would lead on PR, policy comms, messaging and digital.

We are therefore primarily looking for someone with PR skills and experience in this role. You will be responsible for delivering Impetus' PR strategy and plans, working closely with the policy team to maximise the impact of our advocacy work and across the organisation to help externally communicate who we are and what we do. You will work to position the charity as a leader in our field among policymakers, social sector leaders, media and funders, with a focus on cultivating strong relationships with key journalists. As part of a job share, you will be responsible for using your excellent communication and planning skills to work collaboratively with your job share partner.

## Key responsibilities

### **Print, broadcast and digital media**

- Lead PR strategy including identify target audiences and outlets, maintain the forward look calendar, cultivating journalist relationships, drafting media statements, managing launches and announcements, achieving media coverage
- Manage the team to deliver our Digital Strategy, and look for opportunities to further engage our stakeholders through digital
- Oversee maintenance of the website and ensure it continues to be up-to-date and engaging
- Ensure we achieve our PR and digital target KPIs

### **Messaging**

- Lead on developing and managing the Impetus brand messaging as part of the comms strategy review we're launching in the autumn
- Ensure all comms is in line with messaging guidelines. Train and support staff in use of messaging.
- Develop, produce and update the key messaging resources for staff and trustees, including template presentations, speeches and fundraising materials

### **Driving communications across the organisation**

- Work closely and collaboratively with colleagues in the public affairs, events, philanthropy, operations and investment teams to:
  - maximise the communications value of policy and research initiatives
  - maximise the communications value of all donor events
  - provide communications support to enable colleagues to achieve organisational objectives.

## Person specification

### Essential

- Exceptional verbal and written communications skills
- Excellent organisation and prioritisation skills
- Ability to work in partnership and with flexibility
- Ability to build and maintain influential external relationships and strategic alliances
- Ability to work as a team player, enlisting support from others
- Excellent attention to detail
- A strong track record of crafting and managing messaging
- A strong track record of PR strategy and media relations
- Experience of managing the PR and digital functions for an organisation
- Project management experience and ability to manage multiple tasks concurrently
- A commitment to Impetus' mission
- A commitment to equality, diversity and inclusion

### Desirable

- Experience in all aspects of digital comms
- Experience of running policy campaigns
- Experience of data management / segmented communications
- Knowledge of the youth sector
- Knowledge of the private equity sector

## How to apply

Please send your CV and a one-page cover letter telling us why you're applying for this role to [recruitment@impetus.org.uk](mailto:recruitment@impetus.org.uk) by 9am Monday 10 August 2020.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission.



You will also be required to provide proof of your eligibility to work in the UK. As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage. First round interviews will take place week commencing 17 August 2020.

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, race, age, disability, religion, belief, sexual orientation, or marital status. We value diversity and welcome applications from people of all backgrounds.