

Further particulars**Head of Communications and Engagement****FT****Grade 8****About IDS**

The Institute of Development Studies (IDS) is a global leading institution for research, teaching and learning, and impact and communications, based at the University of Sussex. We are ranked first in the world for development studies by the QS University Rankings, together with the University of Sussex. We are also ranked best international development policy think tank.

Our vision is of equal and sustainable societies, locally and globally, where people everywhere can live their lives free from poverty and injustice. We contribute to this by transforming the knowledge, action and leadership needed through our world-class research, learning and teaching.

Our commitments:

- Upholding climate and environmental justice
- Reducing extreme inequities
- Fostering healthy and fulfilling lives
- Nurturing inclusive, democratic and accountable societies

Our priorities:

- Collaborate across sciences, sectors and communities to do research that brings about progressive change
- Build future leadership for development
- Champion the use of evidence for social and environmental justice
- Work with partners to expand international research and mutual learning networks for development
- Create a sustainable, resilient and equitable institution.

Job Description - Overall purpose of the role

- **Job Title:** Head of Communications and Engagement
- **Responsible to:** Director of Communications and Impact

The Head of Communications and Engagements leads the IDS Communications and Engagement Team (CET) which exists to build awareness, consideration and engagement with the institute, its research, publications, and partnerships. The team is pivotal in supporting the institute to achieve its strategic objectives by increasing research impact, student applications, fundraising revenue, and partnerships that contribute to the institute's sustainability and financial resilience. This includes developing the IDS website and social media presence; delivering the IDS event programme; teaching marketing campaigns; policy engagement; research communications; and, overall, managing IDS' reputation with key audiences from

students to partners, policy makers to the media. Each quarter on average, IDS communications activity contributes to more than 400,000 views, interactions, downloads or click throughs with IDS content.

The Head of Communications and Engagement leads IDS brand management, marketing, corporate communications and directly supports fundraising. They oversee all external affairs activity and are responsible for reputation management including providing expert advice to the Director of Communications and Impact (DCI) and the Strategic Leadership Group on emerging risk and brand build activity. They report to the Director of Communications and Impact (DCI) and manage six members of the CET. They also support project-based communications staff, leading the institute wide Strategic Communications Group. On an ad hoc basis, this includes liaising with the Knowledge, Impact and Policy Cluster on project driven policy engagement, communication activities and publications.

The priorities for the Head of Communications and Engagement include leading strategies that enhance brand awareness to increase the reach and influence of IDS. This includes with policy and media audiences as well as with global multilateral organisations, academic institutions, governments, INGOs, civil society and student organisations. They engage with internal stakeholders at all levels and are a key contact for senior external stakeholders including journalists and policy actors.

The post holder will need to bring exceptional brand, communications and marketing skills, a creative approach and eye for detail. This is alongside an understanding of global policy issues and commitment to applying their knowledge and skills to support the institute to achieve its strategic objectives.

Main Duties and Responsibilities

Staff and resource management 20%

Provide leadership to staff in the Communications and Engagement Team including:

- External Affairs Manager (Grade 7)
- Senior Communications and Marketing Officer (Grade 6)
- Senior Marketing and Data Officer (Grade 6)
- Communications and Support Officer - External Affairs (Grade 5)
- Communications and Support officer - Events and Digital (Grade 5)
- Communications & Marketing Assistant (Grade 4)

- Chair of the IDS Strategic Communications Group
- Member of the IDS Strategic Leadership Forum
- Support other committees as required.
- Manage the team's budget (£360k)

Marketing and Communications 40%

- Oversee the planning and delivery of brand management and marketing initiatives in support of the wider IDS 5 Year Strategy.
- Develop marketing strategies and oversee implementation including of specific teaching and short course marketing campaigns.
- Oversee development of the IDS website with an ambition of expanding its reach and impact.
- Chair the Strategic Communications Group which brings together communications and knowledge professionals from across the Institute.
- Provide advice and support to the DCI on matters relating to IDS positioning, identity and profile in the development research and wider social science sector.
- Lead development of the IDS brand identity including overseeing the consistent application of brand guidelines across the institute.

- Oversee production of key IDS publications and digital content, supporting the team to implement strategies that increase the reach and impact with existing and new audiences. This includes the IDS Annual Review, 'Between the Lines' podcast and key events including the IDS Annual Lecture.
- Lead IDS' monitoring and evaluation of its external profile and engagement, developing evidence that supports fundraising activity and supports the ongoing development of marketing communications activity.

Fundraising 20%

- Support the development and implementation of fundraising campaigns.
- Liaising closely with the Fundraising and Development Office, identify prospects and relevant fundraising narratives and/or propositions.
- Liaising closely with IDS researchers and projects identify potential fundraising opportunities in support of our Strategic Research Initiatives and International Initiatives.
- Develop cases for support and represent the Institute at a senior level to prospective partners and donors.

External Affairs 15%

- Oversee IDS external affairs engagement, supporting the External Affairs Manager to develop programmes of activity that increase the reach and influence of IDS policy work including multilaterals (e.g., UN agencies), UK government and civil service, the EU and UK Parliament.
- Lead IDS crisis communications and brand reputation management, advising the Strategic Leadership Group on positioning and responses and acting as a spokesperson where necessary
- Support IDS research programmes with advice on communications strategy as required.

Other 5%

- Promote a learning and knowledge sharing culture and environment with both internal and external colleagues.
- Provide peer support and learning in relation to marketing and communications to IDS colleagues and partners.

Person Specification
Skills and experience

Requirement	Essential	Desirable
Qualifications	Educated to degree level.	Professional qualification and/or experience in brand management, marketing, or communications.
Knowledge	<p>Excellent knowledge of brand management.</p> <p>Excellent theoretical and practical knowledge of marketing.</p> <p>Good knowledge of institutional fundraising.</p> <p>Good understanding of communications, including website and social media strategy.</p> <p>Understanding of thinking and practice in external affairs including media relations and government relations.</p> <p>Good understanding of global development policy issues.</p>	<p>Some knowledge of social science academic publishing sector.</p> <p>Knowledge of research uptake/research communications.</p> <p>Understanding of UK political environment.</p> <p>Understanding of development research sector.</p>
Skills	<p>Strategic planning and analysis and the ability to turn ideas into practical action.</p> <p>A natural storyteller with strong all-round communication skills, including the ability to identify compelling narratives in complex documents.</p> <p>Ability to design and implement marketing plans.</p> <p>Ability to summarise complex information in clear, non-specialist language.</p> <p>Ability to construct compelling cases for support.</p> <p>Excellent interpersonal skills,</p>	<p>Fundraising strategy skills.</p> <p>Ability to work internationally across cultures and geographies.</p>

	<p>including the ability to liaise and communicate with colleagues, at all levels of seniority, and represent the organisation at external meetings and events.</p> <p>Ability to lead and support others to prioritise work in order to meet competing deadlines.</p>	
Experience	<p>Significant experience of leading institutional/corporate level communications and marketing strategy.</p> <p>Significant experience of successfully aligning brand and marketing strategy with organisational identity and values.</p> <p>Significant experience of brand management and successfully increasing brand recognition and audience reach.</p> <p>Experience of engaging with national and international media, managing crisis and acting as a spokesperson.</p> <p>Experienced team leader with great track record of managing a diverse group of individuals to meet organisational objectives and their personal development goals.</p> <p>Experience of supporting successful fundraising campaigns/initiatives.</p>	<p>Experience of advocacy or influencing activities and engaging with political/policy processes.</p> <p>Experience of managing or supporting delivery of research communication plans.</p> <p>Experience of engaging with senior international development policy actors and related media.</p> <p>Facilitation or training experience.</p> <p>Experience of working internationally in diverse settings.</p>
Attributes	<p>Ability to make difficult decisions, use initiative and build consensus at a senior level and support other members of staff across an organisation.</p> <p>A leader with energy, enthusiasm and a commitment to raising organisational profile.</p> <p>An entrepreneur with an ability to</p>	<p>A natural policy/news wonk who can connect with live media and policy debates.</p>

	<p>identify opportunities and a passion for growing new business in line with organisational values.</p> <p>Good judgement in dealing with sensitive communication questions or risky media engagement.</p>	
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