

private & confidential

Role Description



BRITISH
ACADEMY

for the humanities and social sciences

Head of News and Stakeholder Engagement

For further information please contact:

James Green

T. 0207 340 6498

M. 07860 400 326

james@ellwoodatfield.com

Renee Wo

T. 0207 340 6493

M. 07776 585 566

renee@ellwoodatfield.com



Job Title: Head of News and Stakeholder Engagement
Reporting to: Director of Communications and Engagement
Salary: c.£50k per annum
Location: London
Website: www.britac.ac.uk

Welcome message

Dear Candidate

Thank you for your interest in this role and the British Academy. We are an organisation with a great story to tell. For over a century, we have recognised, funded and nurtured the very best researchers and research in the Humanities and Social Sciences.

We count among our Fellowship some of the greatest thinkers of our time, and through our funding and research programmes, have developed a global community of academics at all stages of their careers.

The Humanities and Social Sciences make up over half of the UK's research base and graduates of these subjects drive major parts of the economy. There is no major challenge facing the world today that will not be solved by the Humanities and Social Sciences - alongside the physical and life sciences. Our disciplines help us to understand how we have lived, how we live now and how we want to live in the future.

There needs to be a much greater understanding of the value of our subjects and of who we are and what we do. That's where you come in.

We are reviewing and re-energising all aspects of our communications activity, particularly the way in which we use digital to communicate with our diverse audience and how we develop content that will engage and inspire our many audiences. Central to the success of this approach is a dynamic, agile, creative and effective Communications Department. This role and a number of others have been created following a review which looked at where we need additional skills and capacity in the team.

There is a real appetite for enhanced communications among our stakeholders and significant scope to introduce new channels and tactics as well as inputting into the overall strategy.

This is a great opportunity for someone looking for a new challenge and for the opportunity to drive change and deliver results. You should be someone with a thirst for knowledge and a nose for a story - there are many to unearth. You can find out more about what we are looking for in this pack. If you feel you fit the bill, we look forward to hearing from you Best wishes

Liz Hutchinson

Director of Communications and Engagement

Introduction

The British Academy is the UK's national body for the humanities and social sciences. Our purpose is to inspire, recognise and support excellence in the humanities and social sciences, throughout the UK and internationally, and to champion their role and value.

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 published last year and running to 2020 has four main objectives:

- Championing the Humanities and Social Sciences
- Advancing Excellent Research
- Shaping Policy and Public Understanding
- Delivering Global Leadership in Research

Our work is governed by a Council chaired by the President and comprising nine officers

(Vice Presidents with varying portfolios) and 15 ordinary members drawn from the Fellowship. A Management Advisory Committee of the Vice Presidents and the Directors make recommendations to Council on the Academy's objectives, policies and procedures and monitors the work of the Academy at the operational level. There are

a number of Committees sitting under this relating to a variety of briefs. A Communications and Engagement Committee, led by the Vice President for Public Engagement, steers the work of the Communications and Engagement Directorate.

About the role

You will act as the News Editor for the organisation, gathering stories, leading the editorial planning process and commissioning and overseeing output across a range of channels; the news pages of the website, the e-newsletters, social media and through media relations. You will establish and run the Academy's Press Office, developing a newsroom approach to ensure we are reacting to the news agenda as well as rolling out a sustained programme of media relations. You will be part of the Communications Management Team and input into our new Communications Strategy, working collaboratively with other managers across the disciplines within our team to develop an integrated approach.

Who will I report to?

- You will report to the Director of Communications and Engagement

Who will I line manage?

- You will line manage a Media Relations Officer and a Communications Assistant
- The Communications Assistant will be one of three who will be required to work flexibly across the team, and you will liaise closely with the other Heads of Sections in order to plan and use their time effectively.
- You will work in a small and interconnected team that relies on collaboration, flexibility and the ability to work across formal boundaries to deliver results.

What other key internal relationships will I have?

- You will work closely with the Chief Executive and President to help develop their profile in the media and among our stakeholders
- You will work across the Academy, but particularly closely with your peers and staff in other departments in order to news-gather as well as provide advice and guidance on communications matters from the outset of projects and initiatives
- You will need to build a wide range of relationships with the Fellowship, and particularly those active in the media

What will be my success measures?

To be developed as part of your Performance and Development Review but may include:

- Sustained and effective coverage of the British Academy in a range of media
- An established communications and engagement strategy for the Fellowship and associated channels of communications

- An effective and efficient multi-channel content strategy, planning and evaluation process
- An iterative and collaborative framework for effective stakeholder engagement

Job Description

Job Purpose

To lead the Academy's media relations and stakeholder engagement strategy, to secure greater visibility of the Academy's role and value across traditional media, print and broadcast, and via our owned and earned online media. 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 internal and external audiences, co-ordinating stakeholder engagement across the Academy and strengthening our profile with opinion formers.

Main duties and Responsibilities

News and Media Relations

- 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 proactive and 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 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, developing a framework for crisis communications
- Manage the organisation's Strategic Communications grid to identify opportunities to promote the Academy and to plan our future activities and stories to secure maximum impact

Stakeholder Engagement

- Develop and lead the organisation's Stakeholder Engagement Strategy to ensure our purpose is well understood among a range of individuals and organisations
- Support and co-ordinate engagement undertaken by other departments such as Development and Policy.

- Create a suite of communications to target audiences with timely and incisive content
- Work closely with the Database Manager and other colleagues to ensure the Academy's database is well used and becomes a comprehensive single source of contact information
- Deliver an engagement programme to increase advocacy and support from our Fellows, previous fund recipients and staff members.

Leadership and management

- Line manage two staff members: Media Relations Officer and News and Communications Assistant to ensure high performance and the development of skills and experience
- 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

Person specification

Experience and qualifications

- Experience at a senior level in a news-driven organisation
- Demonstrable experience of managing an editorial operation, working with in-house and external content producers to produce effective and brand-aligned content.
- Experience of working in a complex organisation, with varied stakeholders
- Proven experience of developing a successful stakeholder engagement strategy
- Experience of managing staff, budgets 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 and stakeholder engagement

Knowledge

- Good knowledge and understanding of the UK's Higher Education and Research environment, and key issues facing it
- Excellent and detailed knowledge and understanding of the media with a broad network of contacts
- Sound political judgement and high levels of political awareness
- In-depth understanding of effective stakeholder engagement
- Knowledge of news and commentary-led media and the news agenda

Skills

- Highly developed news sense and awareness of the news agenda
- Journalistic writing skills and the ability to spot a story
- Extensive media contacts in print and broadcast, national and regional and preferably international
- 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 to work across formal line management boundaries, to effect organisational change

Personal style and behaviours

- 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

Other requirements

- An inspiring leader, able to work across boundaries to secure change
- An innovator eager to bring about new ways of working
- An exceptional work ethic and can-do attitude
- Personal commitment to the values, vision and objectives of the organisation
- Handles difficult situations with sensitivity and respect
- Demonstrates a commitment to equality and diversity
- Flexibility to work out of hours at events and occasionally at short notice, as required

Department structure

