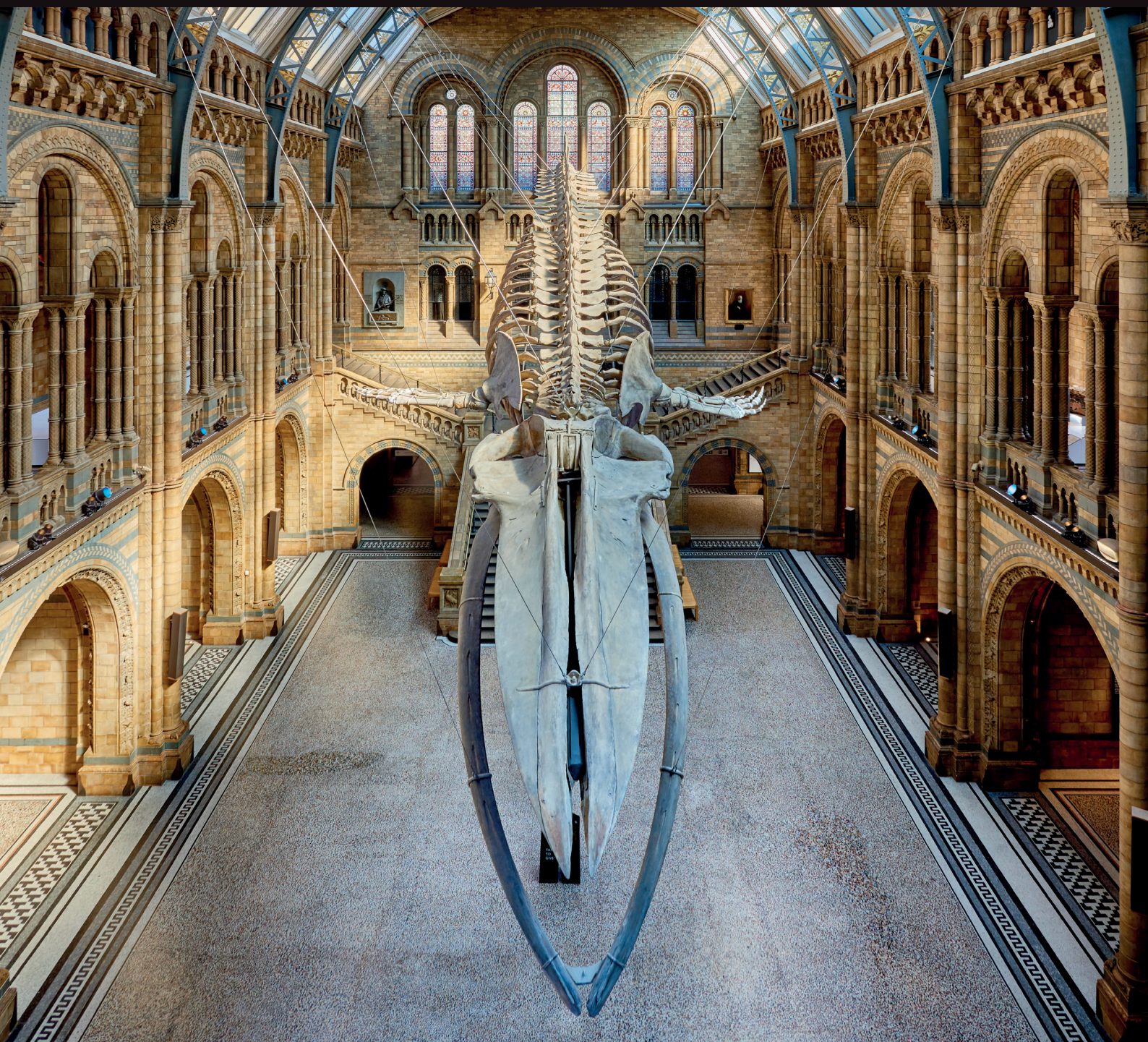


DIRECTOR OF
COMMUNICATIONS
& MARKETING
JOB DESCRIPTION



The communications and
advocacy headhunter

Brussels • London • Geneva • Washington • Sydney

DIRECTOR OF COMMUNICATIONS & MARKETING CONTENTS



- 1 WELCOME
- 2 THE ORGANISATION
- 3 THE ROLE
- 5 PERSON SPECIFICATION
- 6 NEXT STEPS
- 7 APPENDIX



DIRECTOR OF COMMUNICATIONS & MARKETING WELCOME



Thank you very much
for your interest in the Natural
History Museum
and the role of Director
of Communications
& Marketing.



Clare Matterson CBE
Executive Director, Engagement

Dear Candidate,

Thank you very much for your interest in the Natural History Museum and the role of Director of Communications & Marketing.

We live in a time of extraordinary technological and scientific discovery, yet at the same time we face major environmental challenges. With our vast collections and pioneering research programme, the Natural History Museum is powerfully placed to engage people about science and the natural world, along with the decisions we need to make about the future. We want to connect audiences with nature and challenge how people think about the natural world – its past, present and future.

This is an exciting time to join the Natural History Museum. In the Autumn we are launching a new strategy setting out our role as the natural world faces increasing threats. Building on our world-leading collection, global reputation for science and as one of the world's leading visitor attractions, we have ambitious plans leading up to our 150 anniversary in 2031. We are at a pivotal moment in our history and the Director of Communications

and Marketing position is a career defining role for an ambitious and talented communications and marketing professional.

Your work will form an important part in the Museum's future. We want someone to help us challenge perceptions, grow and develop our audiences and contribute to the NHM's positioning so that we remain a vibrant and well-loved institution. It will suit someone who is looking for an exciting opportunity in a changing environment. This is a key strategic leadership role, ensuring the NHM's reach and reputation are strengthened, protected and clearly articulated to its audiences from a local, national and international level.

We look at the world with fresh eyes and find new ways of doing things, so we welcome applications from everyone – diversity, inclusion and the feeling of belonging matter to us. We are looking for an ambitious, talented and committed communications leader who wants to tell our story and play a vital role in our future, both on this planet and as an iconic institution.

If that is you, I look forward to hearing from you.

DIRECTOR OF COMMUNICATIONS & MARKETING THE ORGANISATION



The Natural History Museum is a world-class visitor attraction and leading international science research centre.

“Our principal purpose is to challenge the way people think about the natural world – its past, present and future”

The Natural History Museum is a world-class visitor attraction and leading international science research centre. It cares for more than 80 million specimens, both in the London and Tring museums, welcomes more than five million visitors to its sites and reaches over 20 million people digitally every year. The South Kensington site, often described as a cathedral to nature, is one of Britain’s most striking examples of Neo-Romanesque architecture and one of London’s most iconic landmarks.

The NHM is one of the world’s greatest scientific resources for both experts and the public. It provides access to one of the most important collections in the world. Documenting 4.5 billion years of the solar system and life on Earth, the collection contains more than one million ‘type’ specimens that are used to define species – more than any other natural history collection in the world. It is also home to an extensive

library of written and illustrative natural history materials and the collection continues to grow.

Critically, as we enter a new age of scientific discovery, the collection and research are playing an increasingly vital role in making discoveries and testing new theories. Together with universities, research institutes and museums around the world, the NHM is bringing scientific disciplines together to discover new biological and mineral species, highlight the impact of climate change on natural systems that support life, combat the loss of biodiversity and the spread of diseases, explore new sources of scarce minerals and reveal the evolution of species. For example, work on parasites is used in treating neglected tropical diseases to improve human health, and knowledge of plant biology is fundamental to interpreting genomic information on crops to feed the world’s growing population.

DIRECTOR OF COMMUNICATIONS & MARKETING

THE ROLE



The Role

Title

Director of Communications & Marketing

Organisation

Natural History Museum

Location

South Kensington

Salary

Up to £95,000 + 5% performance related bonus

Reporting Line

Executive Director, Engagement

Level

Sits on the Management Board

Team

3 Direct reports managing a team of
c. 29 people

Key Relationships

Engagement Senior Leadership team, Museum
Board, scientific community, international
partners, media and visitor audiences

Strategic Leadership

- Develop and implement a sector-leading Communications and Marketing Strategy in support of the new NHM Strategy to 2031.
- Positively engage stakeholders across the whole Museum, gathering requirements for all communication needs, championing a customer-first approach, providing opportunities for feedback and ensuring consultation at key stages of strategy development.
- Be a proactive member of the Engagement Senior Leadership team and the Museum Management Board.

People Leadership

- Direct line management of the Head of Marketing, Head of Media & PR and Head of Publishing. This role must provide visionary, charismatic leadership to lead, motivate and inspire a high performing team.
- Ensure the team reaches its potential, by creating career progression opportunities and establishing a learning culture to develop capability.
- Work within the Engagement Group and across the Museum to coordinate and align the work of staff with communication responsibilities in other departments.
- Work collaboratively in a management matrix formation with the Digital Media Department and the Design Studio and with other communications functions across the Museum.

DIRECTOR OF COMMUNICATIONS & MARKETING

THE ROLE



Ambassadorial Duties

- Represent the NHM externally and maintain effective relationships with peer institutions and partners in this country and abroad

- Act as spokesperson for the Museum if required

Operational Leadership

- Oversee the high performing teams which deliver the day-to-day communications and marketing operations, including brand and reputation management, marketing, media and public relations, crisis communications, publishing and image library, and audience insight.
- Accountable for the positioning and building of the NHM brand to support the strategy. Identify and manage reputational risks on behalf of the organisation
- Work with others in the team to use influence internally to educate and inform colleagues in relevant communications and media matters
- Ensure marketing and PR campaigns support the Museum's strategy and audience ambitions, increasingly working in partnership with others
- Take main oversight of a broad range of print and digital publications for the Museum working closely with the Design Studio

- Develop and implement the overall communication strategy for NHM Science as a key part of the NHM brand, and ensure specialist and mass media coverage of NHM Science increases the understanding of the NHM as a scientific institution and the relevance and impact of its research
- Oversee the Publishing and image library as a mission-led commercial activity, meeting financial targets and identifying new opportunities for growth
- Develop audience and insight data and reporting to be a critical tool to support the strategic development of the Museum's decision-making
- Manage the financial planning for Communications and Marketing that balances effective service delivery and an understanding of ROI for specific projects
- Manage the budget for the communications and marketing teams and ensure value for money in all activities

DIRECTOR OF COMMUNICATIONS & MARKETING PERSON SPECIFICATION



Skills, knowledge and experience required.

Essential:

- Leadership experience in communications and marketing, including writing and delivering fully integrated communications and marketing strategies in complex organisations.
- Development of operational plans and articulation of clear outcomes
- Expert knowledge and practical experience of brand, marketing, creative and communications – ideally from a blend of media, private, public sector industries.
- Proven success in harnessing the power of digital communication and social media along with experience of working across a range of communications channels and engaging with expertise through all mediums.
- An experienced leader who can also provide effective people management and is able to demonstrate excellence in building, leading, managing and motivating large teams with a mix of mission-led and profit-led drivers.
- Ability to ensure delivery of outcomes and be an agent of change; innovative, imaginative, creative and future facing with the desire to test and champion new working practice.
- An ability to horizon-scan and identify threats to the reputation and credibility of the NHM, developing research and internal systems to respond pro-actively.
- The ability to develop and maintain effective and valuable relationships that enable collaboration across diverse teams with key internal and external stakeholders. The role will need to work collaboratively and build connections across the museum to navigate multiple, conflicting drivers and a complex operating environment.
- Outstanding communication skills, highly articulate and literate. Able to articulate complex scientific/ academic research and data clearly and experience of presenting papers and reports at executive level.
- Strong commercial acumen – both to identify future commercial opportunities and in approach to financial management. A clear understanding of ROI for specific projects and monitoring expenditure for a diverse range of projects, ensuring maximum value for money.
- Experience delivering and overseeing multiple complex projects; data led with a clear understanding of how best to evaluate and demonstrate return on investment for marketing and communications efforts.

DIRECTOR OF COMMUNICATIONS & MARKETING NEXT STEPS



Ellwood Atfield recruits for organisations that are seeking to influence their external environments.

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media audiences.

Following interviews with Ellwood Atfield, successful candidates will be invited for interviews with the Natural History Museum.

- The first stage interviews will take place on Monday 28th October.
- The second stage interviews will take place on Thursday 31st October

Please contact Dani Brown for an initial discussion and to apply for the role.

The NHM welcome applications from everyone – diversity, inclusion and the feeling of belonging matters to us. By attracting people to work for us from a broad range of diverse backgrounds we can continue to look at the world with fresh eyes and find new ways of doing things. We offer a stimulating and professional environment in which to work - and the pace and scale of our activities can be breathtaking. This is a remarkable place and we look for staff who can work according to our values – we champion diversity, encourage creativity, we are connected, and we value evidence.



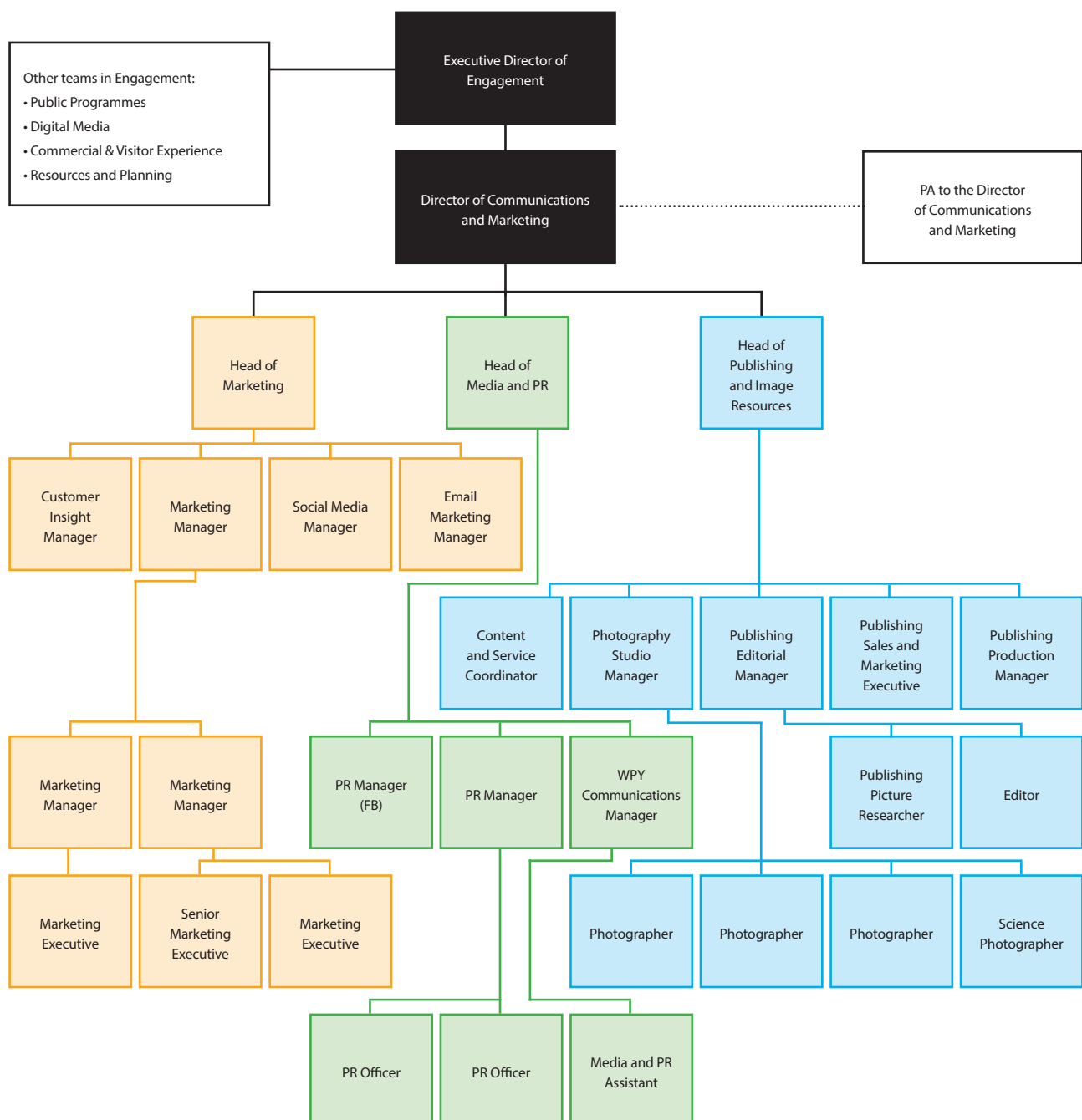
Dani Brown specialises in senior executive, board and advisory appointments. She is part of the Leadership practice at Ellwood Atfield and handles Director level and C-Suite positions. Dani has 19 years headhunting experience. Prior to joining Ellwood Atfield, Dani worked with Korn Ferry International and ran her own business.

Mobile: 07435 970 530 Tel: 020 3824 9866 Email: dani@ellwoodatfield.com

DIRECTOR OF COMMUNICATIONS & MARKETING

APPENDIX

Communications and Marketing Structure 2019





The communications and advocacy headhunter

Ellwood Atfield
34 Smith Square, London SW1P 3HL
T: +44 (0)20 7340 6480

Ellwood Atfield
41 Rue de Naples, Brussels B1050, Belgium
T: +32 (0) 2 503 57 34

www.ellwoodatfield.com

Brussels • London • Geneva • Washington • Sydney