

# Role Description



## Director of Digital Communications

**For further information please contact:**

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<b>Job Title:</b>	<b>Director of Digital Communications</b>
<b>Reporting to:</b>	Chief Operating Officer
<b>Location:</b>	London
<b>Salary:</b>	£80,000
<b>Website:</b>	<a href="https://www.unpri.org/">https://www.unpri.org/</a>
<b>Film:</b>	<a href="https://youtu.be/ZRTqY3faaOYhttps">https://youtu.be/ZRTqY3faaOYhttps</a>

## Purpose

To help the financial services industry become more sustainable.

## Opportunity

In this hugely influential, newly created role, the Director of Digital Communications will be responsible for overseeing the strategy and operational effectiveness of the Principles for Responsible Investment (PRI)'s Communications Team to help shape the growing agenda across responsible investment. This includes the Digital Marketing, Public Relations, Digital Analytics and Technology functions and their related platforms.

The Director will be responsible for bringing together these specialist functions, generating synergies between activities to deliver a first-class and consistent service to all PRI content teams and other internal user groups, as well as to its signatories (Members) and external stakeholders.

They will be responsible for providing direction, coaching and support to the each of the teams, as well as in managing team budgets.

Working at the PRI provides an opportunity to engage with highly motivated, culturally diverse professionals on a wide range of cutting edge issues, such as income inequality through the lens of sustainable finance.

## Organisation

The PRI is the world's leading proponent of responsible investment. Founded by Kofi Annan, Principles for Responsible Investment (PRI) is a membership body whose signatories are exclusively financial services businesses, these include pension funds, hedge funds, investment banks and asset managers across the world.

It works to understand the investment implications of environmental, social and governance (ESG) factors and to support its international network of investor signatories in incorporating these factors into their investment and ownership decisions.

The role of the PRI is to position the signatories as thought leaders in the Environmental, Social and Governance (ESG) investments space. They do so by producing thought leadership and intelligent collateral. This, in turn acts as an information resource and guide to the relevant bodies, advising and consulting them on how they can accomplish sustainable and environmentally sound investments.

The PRI is truly independent. It encourages investors to use responsible investment to enhance returns and better manage risks but does not operate for its own profit; it engages with global policymakers but is not associated with any government; it is supported by, but not part of, the United Nations.

## Accountabilities

The Director of Digital and Communications must be of a strategic mindset, with the capability to identify trends in communications and on behalf of the organisation. Once identified, these trends will go a long way to advising the organisation on how the policy, research and intelligence resources could be best applied to gain the greatest impact from their work.

To engage with the Signatories effectively the most obvious channel of communications is through digital and social media. The production of easy to share, easy to consume, impactful, yet informative content through social and digital channels is one of the keystones to achieving success in this role.

### Strategy

- Oversee the implementation of PRI's internal and external communications strategy across all channels. Oversee the running of PRI's digital platforms, helping to drive improvements in platform functionality, reliability and user experience.
- Oversee the analysis and insight of digital data to assess the effectiveness of PRI's digital platforms, including the website and other channels, providing feedback on design and structure of PRI's content platforms, digital strategy and communications.
- Work with Signatory Relations to improve and develop the signatory experience to ensure a first-class and consistent experience for signatories across all channels and touchpoints.
- Strong programme management skills, with experience in designing projects and delivering successfully through others by providing timely and constructive advice to teams on their objectives and performance.

### Leadership

- Oversee a growing team of media, communications, editorial, design, digital analytics and technology professionals.
- Ensure work across PR, communications, digital analytics and technology is co-ordinated and aligned to create consistency across outputs and maximise stakeholder value.
- Develop a consistently strong service culture amongst each team and a reputation for high levels of responsiveness and pro-activity.

- Provide oversight and leadership to a team of professionals, supporting their development and managing their performance effectively to help the team fulfil their potential.
- Maintain responsibility for managing the team's business planning and budgeting - ensuring the team have the appropriate resources and funds in place to deliver against commitments.
- Assume overall accountability for ensuring the team meet agreed deadlines, acting as a point of escalation for team performance and quality issues.
- Provide regular reporting to the Executive Leadership team and Board as required.

## Requirements

- Proven track record in digital communications, ideally in a not-for-profit, financial services, professional services or similar B2B environment.
- Extensive past professional experience with social media and direct marketing, for example with email campaigns or other outreach to a largely institutional, international audience with diverse interests.
- Good understanding of major analytics tools such as Google Analytics for the web, equivalents for key social media platforms and CRM systems.
- Familiarity with CRM platforms, including Salesforce, and with past project experience in the specification and roll out of other technology platforms to aid overall team effectiveness.
- Demonstrable understanding of ESG, the responsible investment industry and awareness of the key constituencies within the investment system.
- Experience in developing and managing team strategy, annual business plans and related resourcing requirements.
- Excellent written communication and verbal presentation skills.
- A strong academic background, with a relevant degree in Communications, Business or a related discipline.
- Proven people management and leadership skills and experience.

Competency	Example Expectations
Analytical	<ul style="list-style-type: none"> <li>Continually monitors and effectively intervenes when projects go off-scope or need re-prioritisation; winds down work-streams which no longer fit with the strategic objectives of the company</li> <li>Ensures analytical efforts are balanced against project scope, timeframe, budget and resources as well as ensuring any new projects are contributing suitable to the organisation's strategic objectives</li> </ul>
Communicative	<ul style="list-style-type: none"> <li>Provides impactful, value-added advice and coaching to the team around the maximisation of the impact of written outputs through effective messaging, tone, delivery channels etc.</li> <li>Intervenes with pragmatic recommendations and delivery schedules where required if work-streams are slipping against agreed project plans</li> </ul>
Structured	<ul style="list-style-type: none"> <li>Provides senior management perspective as part of project kick-off ensuring signatory agenda and priorities are reflected within initial planning stages and that the project relates to the strategic aims of the PRI</li> <li>Wields authority in re-scoping or terminating inappropriate, poorly thought-out or underperforming work-streams in a timely manner before significant resource expenditure is incurred by either signatories or PRI</li> </ul>
Collaborative	<ul style="list-style-type: none"> <li>Demonstrates a commitment to establishing a culture of collaboration, continuous learning and respect, leading by examples</li> <li>Provides appropriate level of feedback and structure to enable team success</li> </ul>
Developmental	<ul style="list-style-type: none"> <li>Is responsible for instilling and maintaining a knowledge culture, where knowledge capture and management processes are effectively applied across the team</li> <li>Plays a key role in ensuring alignment of strategies and working practices between PRI business units</li> </ul>
Business Awareness	<ul style="list-style-type: none"> <li>Oversees project and team budget as appropriate</li> <li>Gives unequivocal guidance to 'Heads' in managing signatory requests impacting scope and budget, providing 'senior cover' in signatory discussions where appropriate</li> </ul>

## Contact

Ellwood Atfield is delighted to be working in partnership with PRI. We support our client's growth by recruiting their leaders, who help shape change through developing and implementing compelling commercial narratives, frameworks and policies.

We are the most experienced communications headhunters in Europe. With over 14 years' experience and a team of 30 across London, Brussels and Geneva, we are dedicated to recruiting the individuals responsible for an organisation's leadership across reputation and influence; from Chief Executive Officers and Advisory Boards, Ellwood Atfield recruit the entire communications team at every level, both interim and permanent.

To discuss this and other similar roles in confidence, please contact me, Rufus Bullough at [rufus@ellwoodatfield.com](mailto:rufus@ellwoodatfield.com) or +44 (0)776 858 571



I specialise in executive search supporting the Corporate Affairs, Communications and Sustainability agenda. Working with Boards and the Executive, my experience is in identifying, evaluating and securing the modern blend of skill sets required where performance, purpose and reputation meet.

As specialists, we know exactly what we're looking for, what we're not looking for, and why. We love what we do and work hard to know this space exceptionally well.