

Head of Communications JOB DESCRIPTION



The communications and
advocacy headhunter

Head of Communications

JOB DESCRIPTION



THE ORGANISATION	page 3
INTRODUCTION	page 4
REQUIREMENTS	page 5
NEXT STEPS	page 12



About the French Chamber of Great Britain

With over 400 companies of all sizes and sectors in membership, we are the hub of key relationships, conversations, insights and support for franco-british business. We deliver real value, opportunity, connections and voice for our members: by helping them to build beyond Brexit, through Covid impacts, and address the climate challenge.

Established in 1883, we are one of the largest and most successful Chambers within the French Chamber network spanning 125 countries.

The French Chamber of Great Britain is an equal opportunity employer. We support a truly inclusive, culturally and socially cohesive community. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation.

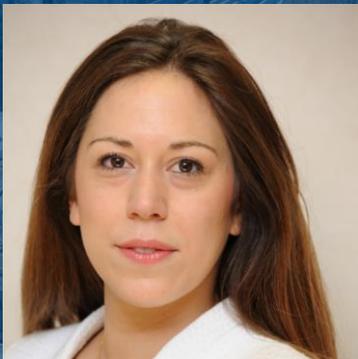
HEAD OF COMMUNICATIONS INTRODUCTION



Title
Head of Communications

Organisation
French Chamber of Great Britain

Reporting Line
Marilise Saghbini – Managing
Director



A letter from the Managing Director

Dear candidate,

Thank you for your interest in the role of Head of Communications with us. I believe it is a truly exciting time to join the French Chamber of Great Britain: both countries have moved beyond Brexit, and we are at the start of a new chapter in Franco-British relations and business. Given the challenges facing business on numerous fronts, it is more important than ever for the Chamber to step up and help support businesses of all sizes and sectors: there is a huge amount of potential, and time is of the essence.

I myself joined recently just a few months ago, and have set out a fresh vision and strategic framework for the Chamber, endorsed by our Board. Our vision is to be the hub of key relationships, conversations, insights and support for Franco-British business. We want to be the go-to team, delivering real value, opportunity, connections and voice for our members: by helping them to build beyond Brexit, through Covid impacts, and address the climate challenge, particularly as we move towards COP-26.

This role is brand new within the organisation, and will work closely with me along with the rest of the team, as well as senior business leaders from our membership. You will be responsible for increasing our visibility and influence with our target stakeholders, and taking our marketing and communications to the next level including a step-up in media coverage.

We think the French Chamber is a great place to work. We are proud to have a culture that is welcoming, open, friendly and collaborative. Of course, we welcome applications from all sections of the community and we are committed to being a diverse and inclusive organisation so we can reflect and represent everyone in the UK.

You can look forward to an interesting and varied career in strategic communications if you have the passion and drive to help us achieve our vision. I look forward to hearing from you and, hopefully, joining us soon.

Yours,

Marilise Saghbini
Managing Director

HEAD OF COMMUNICATIONS

THE ROLE



Overview

This role will strengthen the French Chamber's leadership team and the post will work closely with the Managing Director, Marilise Saghbini and other colleagues to increase the French Chamber's profile and influence by delivering a step-change in our communications.

This is a newly created post to establish and deliver integrated communications, bringing together the full mix of marketing, website, social, member communications, public affairs, PR/media, and campaigns. There is an opportunity to bring these functions together with fresh strategic direction to support the new strategy with greater collaboration and integration, to deliver impact to key stakeholders, as well as voice and profile for our members.

Purpose of the role

The purpose of this role is to increase visibility and influence with our target stakeholders, and develop a full range of best in class talent, tools and systems, to take our marketing and communications to the next level.

HEAD OF COMMUNICATIONS

THE ROLE

General Responsibilities and Duties

Management, leadership, and planning

- Create and deliver an integrated communications plan to respond to the Chamber strategy
- Build an agile, relevant, timely, proactive and regular drumbeat of communications including:
 - Responding to external events, expected or unexpected
 - Informed by key policy and business moments
 - Showcasing member content and insights
 - Building Chamber's profile around key themes
 - Tell our story: bring to life the raison d'être and value of the Chamber and celebrate the Franco-British relationship chamber stats, facts, aggregates, members' stories, testimonials
 - Build the voice of the Chamber: credible, evidence-based, pragmatic, authoritative
- Build on the digital transformation of the Chamber and its communications by developing existing digital channels and platforms, with a goal of increasing the value of our digital footprint
- Champion improved internal communications, promoting seamless information-sharing and collaboration
- Provide the Managing Director, members and colleagues with advice and support on all aspects of communications and public profile needs, as well as coordinating delivery and messaging across the organisation
- Develop the communications team delivering holistic performance management and development
- Ensure monitoring and evaluation for communications including identifying and implementing benchmarks for performance and putting KPIs and targets in place
- Develop and drive an integrated planning calendar, ensuring it is up to date and a central tool for the Chamber
- Create and nurture effective partnerships
- Deliver and grow commercial revenue by developing new digital products and sponsored IP
- Foster commercial mindset within marketing and communications function
- Contribute to the overall Chamber strategy and planning including budget forecasting and adjustments
- Work actively to increase the overall value of the Chamber brand

General Responsibilities and Duties Continued

External affairs

- Horizon-scanning and monitoring for key policy, business and stakeholder moments as well as media monitoring and opportunities
- Ensuring timely relevant and agile communications around these: in advance and real-time
- Inform the stakeholder strategy and develop relations and influence with key political stakeholders
- Establish a media strategy to increase media coverage and make the Chamber a go-to source for business commentary, particularly on key themes
- Establish key messages, tone, positions, calls to action and campaigns around key themes, landing these with members, policy makers, and the media
- Produce credible media comments, lines, press releases and briefs for interviews
- Increase relationships and engagement with key journalists
- Work with the Head of Events and Head of Governance & Relationships to ensure the Chamber is a compelling partner and platform for key stakeholders
- Deliver media coverage for the Chamber covering UK and French national, local and trade press
- Hold the pen on all messaging and content production ensuring a consistent message, tone and style

HEAD OF COMMUNICATIONS THE ROLE

General Responsibilities and Duties Continued

Marketing

- Create, lead and deliver the Chamber's marketing cycle from measuring member engagement and value through to communications and collateral across channels.
- Working with the Head of Commercial and others, oversee production and improvement of materials to support revenue generation, including new business development and increasing participation and contribution of existing members.
- Lead member surveys and qualitative research on themes and membership value
- Develop the shape and full spectrum of marketing functions, including using insight, evaluation and digital capabilities to enhance all communication and engagement activities
- Lead the development and growth of the Chamber brand, its value and how it is deployed
- Build on the Chamber's premium position for business leader networking and engagement
- Clarify and drive the offer with members, stakeholders & staff through brand identity and collateral
- Reposition and deliver all member communications including emails, newsletters, INFO+
- Establish and report analytics to inform development and Chamber strategy
- Ensure the website members' zone and online trade directory increase member engagement
- Develop and feed website content, positioning website as our shop window and ultimate hub
- Develop and deliver a social media strategy and plan in line with the overarching agile, relevant and timely communications goal

HEAD OF COMMUNICATIONS REQUIREMENTS

Competencies

- Proven ability to think and plan strategically within a fast moving, complex environment, and deliver against that
- Strong credibility based on honesty and consistency
- Strong team spirit: willing to step in and help outside of core communications scope and bringing teams together to work for the overall benefit of the Chamber
- Drive a culture that encourages integrity, openness, honesty and mutual respect; and where individual and team achievement and behaviour are encouraged and recognised
- Be visionary and inspire and engage others in the development and implementation of communications
- Anticipate and diffuse conflict to reach agreement
- Demonstrate a powerful, convincing communication style
- Commercial drive and acumen
- Ability to understand complex policy and business environments: and how to respond to them
- Ability to prioritise, organise and deliver in a fast-changing environment: and communicate this internally
- Ability to operate in an environment of media scrutiny and political sensitivity
- Acts to continue to develop and develop others
- Motivational, inspirational and enthusiastic approach to leading and management
- Self-motivated, driven, entrepreneurial, energetic and takes the initiative

HEAD OF COMMUNICATIONS REQUIREMENTS



Experience

- Educated to degree level, with relevant professional qualification or equivalent relevant professional experience
- Demonstrable experience of developing and leading an integrated, proactive and strategic communications function within an organisation that has reach across multiple sectors
- Successful track record of scoping, setting up, developing and running communications projects and campaigns, and of leading project teams and delivering on clear objectives
- Experienced and confident in achieving impact across all aspects of the media and public affairs
- Has a good understanding of what a "good" campaign should look like, the process and discipline required
- A proven track record in creating and delivering across the brand and marketing mix; creating actionable plans and implementing tactical initiatives
- Evidence of championing emerging communication technology strands and digital media
- Experience of managing and motivating teams, HR processes, performance and development
- Good knowledge of trade-related policy and of the challenges and opportunities facing business

HEAD OF COMMUNICATIONS REQUIREMENTS



Skills

- First-rate written, verbal and presentation skills, as a prerequisite, with proven ability to draft both cogent, succinct briefs and engaging copy/material
- Highly developed interpersonal skills, including tact and diplomacy and a proven ability to advise and influence others, with a track record of building strong working relationships with internal and external stakeholders including business, government and the media
- Proven influencing and negotiating skills, that leads to a results focused approach.
- Outstanding project management and organisational skills, attention to detail and execution of clear plans
- Personal stature, empathy and authority to converse with senior representatives of the Chamber's members and stakeholders.
- Highly-developed horizon-scanning and research skills to gather key insight, monitor impact and analyse trends
- Ability to prioritise and manage own workload effectively, while remaining flexible and adapting to emerging new issues, short deadlines and other demands or challenges
- Desirable: fluent in French

HEAD OF COMMUNICATIONS NEXT STEPS



Ellwood Atfield recruits for organisations that are seeking to influence their external environments, and specialises in trade association leadership.

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 French Chamber of Great Britain in late February/early March.

Please contact James Green for an initial discussion and to apply for the role.



James recruits Directors and Heads for prestigious organisations across a range of sectors and specialisms.

James has headhunting experience spanning both in-house and agency for b2b Technology, Corporate Communications, Financial Services and Consumer PR.

These include Land Securities, Heathrow, Imperial War Museums, The Publishers Association, FIA Foundation, The British Academy, Which?, The Gambling Commission, The Institution of Civil Engineers, and Help for Heroes.

Mobile: +44 (0)7860 400 326

Email james@ellwoodatfield.com



FRENCH CHAMBER OF GREAT BRITAIN

Established in 1883



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