



JOB DESCRIPTION

Job Title:	Head of External Affairs
Team:	Events, Sponsorship and Media
Location:	2 Dean Trench Street
Reporting to:	Director
Responsible for:	Marketing, business development, communications.

PURPOSE OF THE JOB

To develop a comprehensive understanding of NIESR's needs and research objectives, and work with the Senior Managers to develop a marketing and business development strategy and supporting plan to grow and amplify the role of NIESR, increase the organisation's profile and to generate income through development of long-term partnerships with third parties and sales of products. To oversee NIESR's internal and external communications, and media reach, increasing effectiveness and reach and maintaining a consistent brand.

KEY RESPONSIBILITIES

1. Marketing

- Working with the NIESR Leadership team, develop and implement a strategic marketing plan to establish NIESR's overall message, benefits and capabilities and identify how these can be leveraged to grow NIESR's profile, reputation and income.
- Identify and develop NIESR's key customer relationships.
- Develop a comprehensive understanding of relevant markets and gather market intelligence to inform plans.
- Develop and refine the NIESR brand.
- Oversee all marketing activities to ensure that they support the marketing plan.
- Oversee the generation of quality, on-message content.
- Work with the Senior Managers to refine and communicate NIESR's current products and services and identify opportunities for development and growth.
- Act as an advisor to the senior team for media and public relations, providing coaching and guidance where required.
- Implement a system of KPI's to measure the success of the marketing plan and marketing activities and drive improvement.
- Identify and manage risks to NIESR profile, reputation and brand.

2. Business/Commercial Development

- Build, develop and maintain relationships with individuals and organisations within business, relevant stakeholders and the media that can advance NIESR's profile, agenda, and income.
- Identify potential new markets in order to bring in new clients.
- Build opportunities for supporters to engage with the work of NIESR e.g. sponsorship, development, partnerships and legacy.
- Cover the follow up after marketing activities/campaigns to build new relationships and bring in potential clients.

3. Communications

- Develop NIESR communications plan and key messages.
- Oversee all communications activity, ensuring it is in line with NIESR's brand and support the overall marketing strategy.
- Develop and refine NIESR's 'voice'.
- Oversee the identification of the best ways to reach existing and new supporters.
- Ensure that the effectiveness of messaging is monitored and drive improvement.

4. Finance

- Manage the team's budget and finances, ensuring these remain on track against agreed financial projections.
- Ensure resources are used effectively to deliver objectives.
- Work with the team to assess the success of different marketing/business development/communications activities to identify strengths and weaknesses and improve conversion rates.
- Provide regular financial information and reporting to the Director and the Board of Trustees.

5. Leadership and Management

- Work with NIESR Leadership and wider team to identify and execute key strategic communications and development opportunities and contribute, as required, to the overall management of the organisation.
- To inspire, lead and oversee the team in the cost-effective delivery of quality work.
- Derived from NIESR's overall strategy, set clear objectives and standards of performance for the team and ensure that measures are in place to monitor these.
- Work in partnership with HR to recruit high quality staff.
- Ensure that new staff are inducted into the team/organisation and support the development of existing staff through the process of annual appraisal.
- Hold individual supervisions regularly and ensure that these are being carried out for all staff in the team.
- Manage the workload of the team to ensure that adequate cover is provided.
- With support and guidance from HR, address any concerns with performance, conduct or attendance.
- From time to time, define and review the roles of staff to ensure these support the function's aims and objectives.
- Where required engage and manage academic consultants to ensure the cost-effective delivery of a defined schedule of work.

6. General

- To be responsible for undertaking continued professional development ensuring skill levels relating to research & enterprise best practice are kept up to date.
- Adhere to policies and procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or

reasonably required by more senior members of staff.

- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to change this job description.

PERSON SPECIFICATION

Head of External Affairs

Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or covering letter to demonstrate your capabilities, in relation to each point listed under essential requirements in the person specification. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

Essential Experience

1. Leading on marketing and business development/fundraising activities at a senior and strategic level.
2. Developing and implementing marketing plans, including KPIs.
3. Extensive customer relationship management, and leveraging relationships to further the interests of an organisation.
4. Strong people management and leadership skills.
5. Managing complex projects and prioritising personal and team workload across multiple streams to meet strict deadlines and to deliver to objectives.
6. Delivery of projects, programmes and events for supporters, prospects and partners.
7. Outstanding communication and influencing skills with ability to articulate and present ideas – both orally and in writing.
8. Experience of working with or serving on a Board of Directors or Trustees

Essential skills, knowledge and abilities

1. Comprehensive knowledge and experience of marketing and development techniques and associated technology.
2. Able to research, identify and establish communication channels with potential NIESR supporters and organisations promoting the work of organisations.
3. Commercially focussed, with the ability to translate relationships, initiatives and ideas into income.
4. Adaptable, flexibility and emotionally resilient.
5. An understanding of the not for profit sector and an awareness of the work of NIESR and impact in wider context.
6. Awareness of and interest in economic and impact research and promotion of policy change.
7. Full MS-Office and social media knowledge.
8. Understanding of UK media channels and news cycle.

The following are required of all roles with the organisation. However, you do not need to address these in your application.

- An understanding of and commitment to Diversity & Equality
- Willingness and ability to work hours outside of normal office hours on occasion.
- Willingness to work flexibly in response to changing organisational requirements.