

ENGAGE BRITAIN



Director of
Engagement and
Communications



Welcome

Dear Applicant

We are delighted that you are interested in joining Engage Britain. This is an exciting new start-up organisation with funding to allow us to plan over a five-to-10-year period. We've already installed a distinguished Board of Trustees and are currently recruiting our first Chief Executive. To develop our senior team further, we are now searching for two exceptional individuals to take on the first two Director appointments – a Project Director and a Director of Engagement and Communications.

As a new organisation, Engage Britain will be focused on tackling our country's most difficult and divisive challenges. Our mission is to show that we can be optimistic about the future by putting people at the heart of finding ways forward on the biggest challenges facing our country. We want to chart a new course for policymaking that bridges divides. We will support all those who wish to be involved – with all their different views, knowledge and experience – to develop ways forward that are politically sustainable and make a difference. We will also help them to make sure these ideas are listened to and adopted.

Our work will be funded by donations and Engage Britain has already secured an initial contribution from the Hands Family Trust, the philanthropic trust established by Julia and Guy Hands, to extend access across society. Engage Britain will broaden its contributors over time.

We will be working on challenges that matter to everyone, like funding of health and care; on challenges that we've taken too long to address, like opportunities for families living in poverty and protecting the environment; and on challenges that are seen as divisive, like immigration. We will ensure that those who are usually left out of making policies – but who often bear the brunt of them – are central to all discussions. We are offering a fantastic opportunity to join a pioneering organisation and go on to make a lasting, tangible difference to society.

If, having considered this brief, you believe you have the skills and qualities we are looking for, we very much look forward to hearing from you.

Julian McCrae
Managing Director



About Engage Britain

Our approach

Policies have too often been made by small groups of people gathered behind closed doors with little experience of the actual challenge. Engage Britain will invert this approach: we'll draw everyone who wishes to be involved into a dynamic dialogue in which ideas will emerge, be tested and refined.

Where the problem is entrenched in differences between opposing groups, we'll be using deliberative techniques, building solutions around what people agree on. Where things need doing differently, we'll use design techniques, bringing together people with different knowledge and experience to reinvent services. We'll be using technology to allow all those who want to be involved to take part, drawing on methods already in use in countries around the world.

Through all this, we'll show that people's differences actually improve debates and help devise dynamic and radical responses to the uncertainty of our times.

Our work

To succeed, Engage Britain will be employing existing ways to engage people – like deliberative public dialogues and co-production. We'll also be pioneering new ways to support people to engage with each other, including ways of bringing those usually excluded from policy development into the discussions as equals and using technology to open up deliberation to those who wish to take part.

Our work will be structured around dynamic dialogues, each of which concentrates on a major challenge facing the country, as identified by the public themselves. Dialogues are tasked with finding ways forward which are both analytically robust – in that they will make a difference to the challenge – and politically sustainable – in that they draw on values that reach across divides. Each dialogue involves a follow-on phase, which aims to support those involved in developing the ways forward to get them into the national policy debate and ultimately see them adopted.

Our vision

Within three years, Engage Britain will:

- Have proved the power of a new approach to policy making, with people engaging with each other to develop ways forward
- Have developed credible and inclusive ways forward, and have worked with others – whether charities, practitioners or the public – to bring them about
- Be at the centre of a network drawn from every level of society – people who share an interest in making Britain a better place for us all to live

Our Trustee Team

Our current team of Trustees are drawn from a wide range of backgrounds and each trustee has deep experience and recognised standing in their field, whether that is policy, business or research.

- Lord Birt, former Director-General of the BBC
- Susan Hitch, Visiting Professor at King's Policy Institute
- Ruth Hunt, former Chief Executive of Stonewall
- Paul Johnson, Director of the Institute for Fiscal Studies
- Trevor Phillips, Chair of Green Park Executive Recruitment

Read more

You can find out more about us at <https://engagebritain.org/>

About this role

Working closely with the Chief Executive and the rest of the leadership team, the Director of Engagement and Communications will be at the heart of building a completely new kind of organisation – one which demonstrates the power of people engaging with each other to find solutions to the challenges the country faces. This role is therefore central to our ability to achieve what we've been set up to do.

Far from being just another senior communications job, the engagement aspect of this high-profile senior appointment means you will be responsible for the strategy and implementation that will ultimately determine our success. We're looking for a highly experienced professional with an outstanding track record of innovating within the engagement or communications worlds. You will understand what it means to develop a strategy around engagement, pulling together an ambitious agenda that utilises established methods, develops critical networks and pioneers new technologies.

The management of our overall communications will influence how our new organisation is perceived. It is vital that the organisation is supporting those involved in our work to communicate in their own voices, rather than to develop an institutional voice that speaks for them. Our communications must develop a clear position for Engage Britain, while also embodying a commitment to support our partners in working together to advocate common positions. You will provide confident leadership across all the communications activity of Engage Britain, developing an exceptional communications team that effectively combines traditional and social media expertise.

You will work with our Project Directors to execute our engagement strategy within Engage Britain's dialogues and lead a team of professionals with the full range of skills as well as manage a substantial R&D budget to develop new forms of engagement.

We are looking for someone who has already worked at a senior level in either an engagement or communications role, ideally with experience of working across these worlds. You will have a clear commitment and ability to innovate and integrate engagement and communications activities, along with a recognised ability to play a truly influential role in a leadership team. You will also understand the challenges and opportunities that start-up brings.

More than anything, you will be passionate about Engage Britain's goal of demonstrating the power of a new approach to policy making that is based on engagement – and committed to making it happen.



Role profile

Role title	Director of Engagement and Communications
Accountable to	Chief Executive

Key responsibilities of the role

- Developing a clear and effective engagement and communications strategy that establishes Engage Britain and helps to embed the necessary culture within the organisation.
- Building and leading a team of engagement professionals to support the work of the whole organisation, including the development of networks to access those usually excluded from policy processes.
- Overseeing Engage Britain's engagement processes, working with Project Directors to successfully execute the engagement strategy.
- Pioneering new methods of engagement, making best use of the substantial R&D budget.
- Overseeing all aspects of Engage Britain's branding, ensuring that all our interactions reinforce the core elements of our mission.
- Building and leading a team of communications professionals to establish the image of the organisation and oversee our traditional and social media profiles.
- Supporting those involved in developing ways forward to confidently and persuasively advocate project findings to the public and the media.
- Working with other members of the leadership team and trustees to ensure effective leadership throughout Engage Britain.

This job description is a broad summary of the role; it does not cover every task which may arise within the post at various times. The postholder will be expected to work flexibly and carry out other duties as required from time to time. The role will also entail some travel, mainly within the UK.



Person specification

In your application for this appointment, please reply directly to the 'knowledge and experience' criteria outlined below.

Knowledge and experience

- Outstanding track record of leading highly effective teams – at Director or equivalent level – within either the engagement or communications space, and ideally both.
- Deep understanding of different methods of engagement, with a proven ability to lead organisations in developing their use.
- Exceptional track record of developing and overseeing a brand identity and of establishing an organisation's media presence.
- Knowledge of British politics and public policy environment.
- Experience of being part of an organisational leadership team, ideally within a start-up environment.

Skills and abilities

- Strong leadership and management skills with the ability to draw the best out of people, enabling them to communicate clearly in their own style.
- Outstanding written and oral communications skills, with the ability to persuade and influence and form positive working relationships with a range of stakeholders.
- Ability to work in a high paced changing environment, handle competing priorities, work to tight deadlines and ensure that projects stay within deadlines.
- Highly effective interpersonal skills and a natural empathy with people from a range of backgrounds.
- Ability to work effectively between strategic and operational activities.

Personal and leadership style

- Embraces an open culture and communicates well internally and externally.
- Influential and has a personal demeanour that secures the trust and confidence of others.
- Collaborative attitude and seeks to motivate teams.
- Team player and keen to get involved at all levels.
- Demonstrable passion and commitment to Engage Britain's mission and values.



Terms of appointment

Salary	Highly competitive. Starting salary will be dependent on experience.
Location	We welcome applications from candidates based across the country. Our initial office is in London and the successful candidate would be expected to spend a significant amount of working time there. The role is also likely to involve travel, as well as out of hours attendance at events or meetings which are key to building and maintaining our networks and contacts.
Benefits	Engage Britain has a pension scheme which you will be auto enrolled onto when you start your employment with the company. The contribution is a minimum 5% from employees and a fixed 5% from the employer.
Working hours	37.5 hours a week with standard working hours Monday-Friday (09.00-17.30). Engage Britain welcomes applications from candidates who may wish to work part-time or flexible hours.
Annual leave	30 days in addition to the usual bank holidays. Annual leave and bank holidays will be pro-rated for non-full-time posts.
Equal opportunities	Engage Britain is committed to ensuring that all job applicants and employees are treated equally and fairly. We also welcome and encourage applications from a range of backgrounds.
Eligibility	Applicants must be able to and be entitled to work in the UK and either: i) be from the European Economic Area (EEA) and have an entitlement to work in the UK or ii) already hold a relevant work visa.



How to apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Juliet.Taylor@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/director-engagement-communications/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a supporting statement that sets out why you think this role is the right move for you
- we would be grateful if you would also tell us your current salary details and any dates when you are not available to attend interview

Closing date Monday 17th February 2020

Agreement of the final shortlist Final few days of February 2020

References taken up for shortlisted candidates and a chance to meet stakeholders Following agreement of the shortlist

Final interviews (first round) Early March 2020

Final interviews (final round) Mid-March 2020



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