



# KANTAR PUBLIC

Global Head, Behavioural  
and Communications  
Advisory



# Welcome

Thank you for your interest in becoming our Global Head, Behavioural and Communications Advisory at Kantar Public.

We are a leading evidence and advisory business for governments, multilateral organisations, and the private sector. With our roots in the world's oldest and best-known social research businesses, we have been partnering with clients across the globe to answer the next generation of public policy challenges for almost ninety years. Today, we work at the intersection of data, technology, and human understanding. Our specialist teams create the evidence required for decision making, and advise clients in areas that include national statistics and longitudinal programmes, public policy design and evaluation, ground-breaking behaviour change programmes, and public opinion trends.

As part of an exciting and fast-paced programme of growth and expansion, we are currently seeking to appoint a Global Head, Behavioural and Communications Advisory to join our senior team. You will lead our global work advising national governments, international governmental organisations, and development funders, on behavioural and communications strategies to support public policy delivery and improve the quality of the public realm. Reporting to our Global CEO, this influential post has been created to support the ongoing growth of our global Behavioural Insights and Communications offer. We have built a global reputation for our ground-breaking work in the field, whether for major behavioural change programmes or our ability to provide advisory to governments, drawing from our proprietary models and tools that guide communications strategies.

You will be recognised as a sector expert and will have demonstrable client, commercial and people leadership skills. You will have international experience and a track record of effective offer innovation. You will be comfortable working in a highly collaborative, matrixed international organisation. As a member of our Board, you will have overall responsibility for our commercial success in this area of our work, partnering closely with your colleagues who lead our regional businesses.

We go beyond the obvious, using intelligence, passion and creativity to inspire new thinking and support the quality of the public realm. This is a significant opportunity for the right person to join a gold-standard business at a time of rapid growth and development. How we work is as important as what we do: we are looking for colleagues who will role model our values and behaviours.

This is a global role and we can consider base location from any of our major hubs, in Europe, America, Asia or Australia.

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

# About Kantar Public

We are a leading evidence and advisory business for governments, multilateral organisations, and the private sector. With our roots in the world's oldest and best-known social research businesses, we have been partnering with clients across the globe to answer the next generation of public policy challenges for almost ninety years.

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We pioneer technologies that support new ways to reach and connect with citizens, often in challenging and hard-to-reach environments. We speak with hundreds of thousands of citizens every year on behalf of clients who trust us to define the gold standard of data integrity.

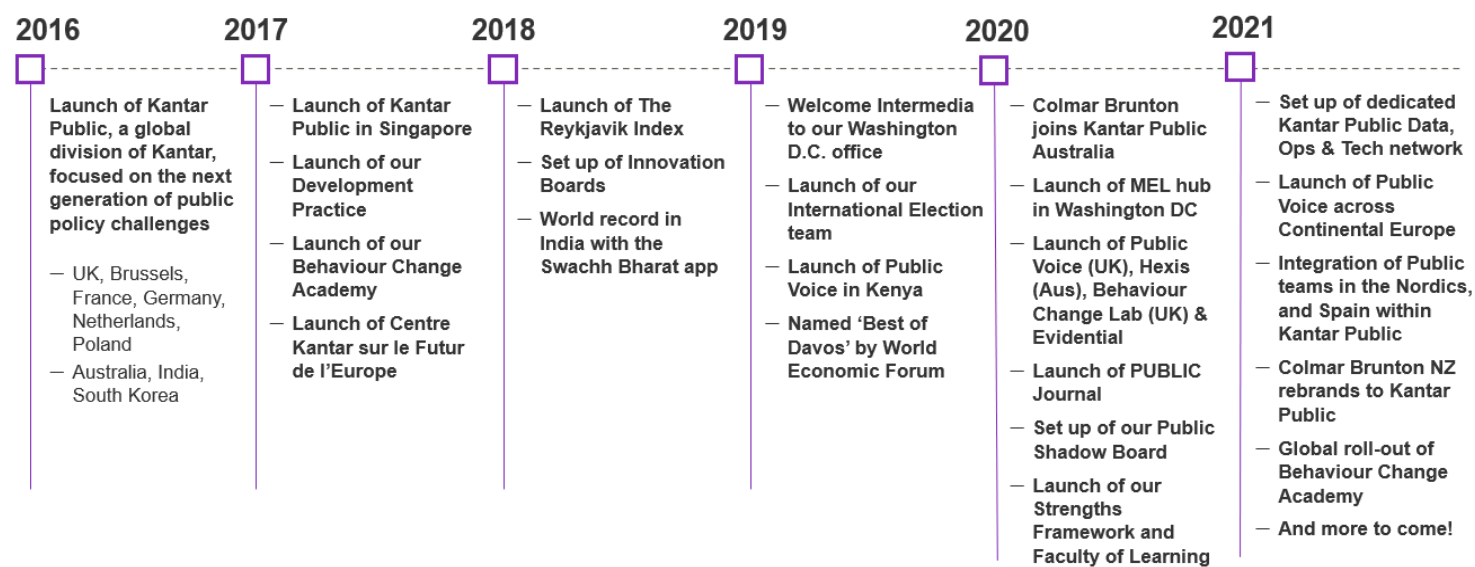
We use our unique data ecosystem to provide the first evidence that enables governments to respond quickly at times of crisis. In the everyday, we continuously invest in our expertise in behavioural science and social change to tackle the world's most pressing social, environmental, and economic challenges.

From advising governments on gender equality in the workplace, to providing the measure of national inflation, transforming the citizen experience of public services, or improving access to education in lower income countries – our consultants work across the breadth of public policy to build the quality of the public realm.

Visit [www.kantarpublic.com](http://www.kantarpublic.com) for more information.



With our roots in the world's oldest and best-known social research businesses, Kantar Public was created in 2016 to partner with clients on the next generation of public policy challenges.



## Global best practice delivered locally

We are the largest organisation of our kind in the world, outside of the US government market





# Role Profile

## Role title

Global Head, Behavioural and Communications Advisory

## Reports to

Global Chief Executive Officer

## Role mission

Our strategy is "global best practice, delivered locally". The mission of this role is to take our global best practice in Behavioural Insights and Communications to the next level.

## Key outcomes

- Successful implementation and delivery of the strategic plan.
- Deliver strategic impact and growth with clients.
- Expand and build on our strong existing reputation in the market for expertise and innovation in this area, including proprietary frameworks and tools.
- Build and develop a best-in-class Behavioural Advisory and Government Communications function to achieve strategic objectives.
- As part of the Board, support and collaborate to deliver on growth strategy overachieve on revenue targets.

## Key responsibilities of the role

- Develop and implement plans for growth with respect to our Behavioural Advisory and Government Communications function.
- Coordinate, scale and drive innovation to build up market leading offers in this area of work, across country and international markets, and in a way that balanced international ambition and local country requirements.
- Lead, build and develop a best-in-class team.
- Further fortify and build on our position as a leading partner in the Behavioural insights and Communications field with existing clients, ensuring high levels of client satisfaction.
- Identify, evaluate, access and build new market opportunities to expand reach.
- Provide effective management of the evaluation infrastructure ecosystem.
- In close partnership with the divisional CEO, Chief Data Officer, Regional CEOs and Offer leads, develop and implement the Insights go-to-market strategy, which will ensure we meet ambitious growth objectives across our international markets.





# Person Specification

## Knowledge and Experience

- An established and commercially-minded leader with a strong and successful track record of supporting the delivery of commercial growth across international markets in organisations of comparable size or complexity.
- Successful track record of business partnering, ideally gained in the context of another complex and fast moving 'matrix' business.
- Proven experience of delivering complex services across a comparable portfolio, including Government communications and communications evaluation, and behavioural insights and related advisory services.
- Experience of working to solve public policy challenges with respect to Government and Third Sector organisations, including informing policy and programme development.

## Skills and Abilities

- Exceptional client advisory leadership skills with a clear ability to showcase solutions, persuade and influence, and build leverage, relationships and reputation.
- Outstanding communication, interpersonal and representational skills; able to secure trust and confidence quickly and maintains positive and high value alliances.
- Able to translate and simplify to ensure understanding and buy-in from respective stakeholder groups.
- Sharp strategic planning skills.

## Leadership Style and Personal Attributes

- A simplifier with a strong solutions-orientation and deep desire to help solve public policy challenges with Government and Third Sector organisations.
- A passionate people leader who leads with purpose to develop and build a best-in-class team across a dispersed organisational structure and international markets.
- Demonstrates and cultivates a growth mindset.
- Sound judgement; culturally sensitive; driven, energetic and resilient.





# Terms of Appointment

**Salary**

This posts attracts a competitive package.

**Contract**

This is a permanent full-time appointment.

**Annual leave**

Competitive.

**Pension arrangements**

Competitive.

**Flexible and remote working**

We are open to flexible and remote working but with an expectation of spending regular time with our people (at least 40% of your time in the role).

**Other benefits**

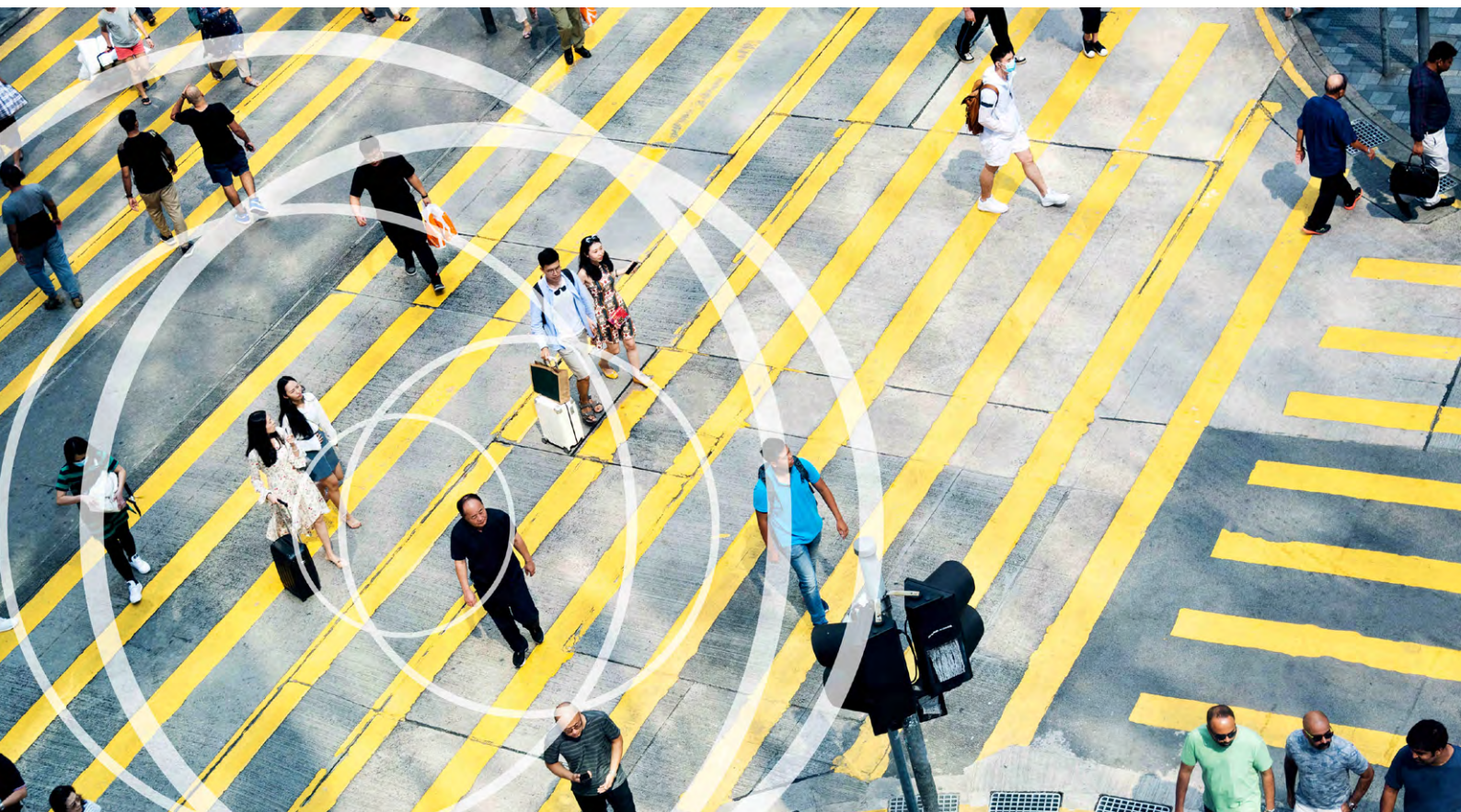
Competitive overall package.

**Location**

This is a global role and we can consider base location from any of our major hubs, in Europe, America, Asia and Australia.

**Inclusion and Diversity**

We want to create an equality of opportunity in a fair and supportive working environment where people feel included, accepted and are allowed to flourish in a space where their mental health and wellbeing is taken into consideration. We want to create a more diverse community to expand our talent pool, be locally representative, drive diversity of thinking and better commercial outcomes.



# How to Apply and Recruitment Timetable

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

- your CV (no more than three sides)
- a covering letter that sets out why you think this role is a great match to your knowledge and experience.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

**Closing date is Monday 25th October 2021**

Initial discussions with Starfish Search will take place in w/c 25th October 2021

Informal meetings with Kantar Public Global CEO Dr Michelle Harrison for selected candidates will take place in early November 2021

Final interviews with Kantar Public Board Members will take place in mid to late November 2021

