



CANDIDATE PACK

INTERIM ASSOCIATE DIRECTOR, EXTERNAL AFFAIRS

EDUCATION & TRAINING
FOUNDATION



ABOUT US

The Education and Training Foundation (ETF) is the workforce development body for the Further Education and Training sector. We work in partnership with others to deliver professional learning and development for teachers, trainers and leaders. We balance government priorities with sector needs to achieve our core charitable purpose to improve education and training for learners aged 14 and over.

The ETF believes that the key to improving education and training is to support teachers, trainers and leaders to excel. Everything we do is in pursuit of its vision of:

- highly effective, professionally confident teachers and trainers
- first class leadership of the sector
- FE as the career of choice for ambitious professionals who wish to make a difference.

OUR COMMITMENT TO EQUITY, DIVERSITY, INCLUSION AND BELONGING

FE is for everyone - it gives everyone opportunities to excel at whatever stage of their learning journey they are at. We are proud of the work that staff across the sector do to support learners to excel, and in particular to support those in the least advantaged groups. Through offering lifelong learning, our sector supports the journey towards social justice. We are an employer committed to sustainable practice and have an open and fair People Strategy where all staff have equal opportunities to develop and excel. Our values guide us in how we work with teachers, trainers, leaders, partners and stakeholders alongside how we behave and operate as a team.



WHAT WE DO

We support teachers and leaders across the Further Education and Training sector to help them achieve their professional development goals for the benefit of learners and employers across England. In doing so, we help to transform the lives of individuals and communities across the country, unleashing potential and benefitting the economy.

Our work has three key principles at its heart:

- The first is that we exist for the benefit of learners, something we achieve by improving the professional practice of teachers and leaders in the sector.
- The second is that we exist as a means to an end, not an end in itself. We have no shareholders and make no profit. Everything we do is about helping our fantastic sector unlock the talents and potential of our learners and improving productivity, employability, skills and educational attainment.
- And the third is that we exist to support professionals to be even better than they already are, identifying excellence and seeking to understand and disseminate it through collaborative practice. Although our work focuses on FE and Training, we bring in expert challenge and support from outside the sector.

WORKING AT THE EDUCATION AND TRAINING FOUNDATION

When you join the Education and Training Foundation, you'll be teaming up with nearly 200 employees nationwide to support teachers and leaders across the Further Education and Training sector.

Inspiring and assisting colleagues to be at their very best, our working environment and supportive culture is first-rate. Whether office-based (currently two days per week) or remote, we maintain an important focus on individual health and wellbeing, reflected in our collaborative environment and generous employee benefits.

We know that having a talented and informed workforce helps us to best support teachers and trainers, which is why we offer all staff a wide range of training and development opportunities, making us an ideal employer to further your career with. Come and join the team and make a real difference!

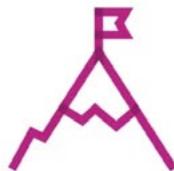
OUR VALUES

Responsive



We listen and provide effective solutions

Striving for Excellence



We aim for the highest standards in everything we do

Inclusive



We reflect your views in our thinking and in our actions

Expert



We base our decisions on evidence and expertise

Trustworthy



We are open, honest and act with integrity

JOB DESCRIPTION

Job title:	Interim Associate Director External Affairs
Department:	Education and Standards / External Affairs / Marketing, Communications, Public Affairs and Regional Engagement
Responsible to:	Executive Director: Education and Standards
Responsible for:	Communications, marketing and regional teams

ROLE PURPOSE

As the Associate Director of External Affairs, you will play a crucial role in developing and executing comprehensive marketing and communications plans to promote the charity's mission, values, programmes and activity to benefit sector beneficiaries and wider society. The associate director will oversee a team of professionals and collaborate with various stakeholders and suppliers, both internal and external to and build strong relationships regionally, nationally and globally with partners, funders, government agencies and the wider sector we serve. You will be responsible for ensuring effective messaging, brand consistency and positive sector and public perception aligned to the charity's purpose and newly developed strategy.

As a key member of the Leadership Team your responsibilities will be diverse, ranging from overseeing marketing and communications activity, planning, analysis and performance reporting, through to ensuring strong stakeholder management and senior advice to the external facing role of the CEO and other Executive Directors. The ideal candidate will have a strong marketing, communications or public affairs background, extensive knowledge of branding, reputation management, digital marketing tools, social media platforms and web analytics and the ability to build and maintain strong relationships with stakeholders, including sector, partners, government, funders, media and partner organisations.

RESPONSIBILITIES

Sector stakeholder relationships

1. Develop and maintain strong relationships with existing sector stakeholders including sector associations and membership bodies, employers, including colleges, ITPs, adult education centres, local authorities, schools, universities and any other education institution, charities and corporate partners. Lead the regional engagement function of the charity overseeing effective relationships across England and in the future building new relationships across the UK.
2. Identify potential new stakeholders and engage them to strengthen our charity's networks, increasing our influence and impact.
3. Collaborate across the charity across teams and directorates to ensure alignment with stakeholder goals.

Marketing, branding and events

1. Develop and implement the charity's strategic marketing approach and planning for existing and new commercial products and services, the charity's membership offer, CPD (whether DfE funded or commercial) programmes and thought leadership activities, encompassing all channels whether they are digital products, events, publications, etc. and ensuring maximum reach to target customer groups. Work collaboratively across the charity on the marketing and communications of all policy, thought leadership, education and training and standards activity.
2. Lead and champion the establishment of a strong brand profile for the newly launched charity, ensuring it is aligned to the charity's strategy, consistently represented across all material and communications. Monitor marketing trends and analyse data to optimise campaigns for maximum impact.
3. Raising the charity's profile through a range of activities including public awareness campaigns, community outreach initiative and events.
4. Oversee the planning and successful running of all of the charity's events and conferences including sponsor and supplier relationships and strategically managing the charity's presence at sector events to support our thought leadership agenda.

Communications and media

1. Oversee the development and dissemination of compelling and engaging messages to different target audiences, including funders, partners, members, beneficiaries and the general public. Oversee media relations and act as the primary advisor to the CEO with briefings and advice in their capacity as the main spokesperson of the charity. Ensure the communications team respond to media inquiries, liaise with media proactively and effectively and seek opportunities to enhance the charity's visibility and impact. Oversee the charity's media management.
2. Lead and develop content strategy for the charity's website and social media channels to enhance outreach and engagement. Develop content strategies that align with the charity's goals and resonate with the target audiences. Oversee social media strategies to engage followers and build strong online communities for the charity.
3. Oversee the charity's publishing strategy and work with education and standards to ensure the effective promotion and dissemination of research reports linked to thought leadership as well as regular publications including membership journals and digital newsletters and digests.

Government and public affairs

1. Work with the policy and research team in establishing relationships with key government officials, politicians and policy makers, relevant sector advocacy groups to promote the charity's purpose and activity. Monitor political and legislation developments to propose advocacy plans that align with the charity's mission.
2. Build the charity's profile and promote our policy agenda with key influencers and opinion formers, helping to establish the charity as the go-to authoritative voice of the sector's workforce development.
3. Develop and implement a strategic public affairs plan that builds our reputation and positioning as distinctive in further education and skills debates.
4. Work with education and standards on policy briefs, consultation responses, speeches, blogs etc to build a portfolio of thoughtful insights aimed at key policy and sector audiences.

Internal communications

1. Develop our internal communication strategy, finding ways to communicate and build positive engagement with our brand, mission, values and charity's purpose to that everyone working in the organisation can speak with a common voice to further our strategic objectives.
2. Oversee effective communication within the charity to ensure all staff members are informed and aligned with the charity's messaging. Work closely with the AD People and Workplace to ensure message alignment with our staff HR policies and wellbeing offer.

Leadership and Team Development

1. As a member of the charity's Leadership Team take collective responsibility for the operations and performance of the charity in line with its governance and scheme of delegation, communicating risk and management action and driving delivery by the wider staff group.
2. Manage and mentor team members. Monitor individual and team performance, setting objectives that link with the overall ETF strategy and its Vision and agreeing required professional development.

Additional information

Internal / external contacts that this role liaises with includes:

- Marketing agencies and media
- Government and politicians
- Sector organisations
- Members and volunteers
- Sponsors and funders
- All internal directorates

PERSON SPECIFICATION

EXPERIENCE, SKILLS, AND KNOWLEDGE

- Educated to degree level or equivalent.
- Proven experience in stakeholder engagement, marketing, communication and/or public affairs, preferably in the nonprofit/charity sector or education field.
- Strong understanding of the further education and skills landscape and global trends within the sector.
- Exceptional written and verbal communication skills.
- Demonstrated success in developing and executing successful engagement and communications/branding strategies.
- Experience with media relations and communications with multiple audiences.
- Substantial experience of managing and motivating staff including setting objectives, developing staff and managing performance.
- Proficiency in digital marketing tools, social media platforms and web analytics.
- Significant experience of reporting and presenting complex information in an accessible format and to communicate effectively with non-technical staff.
- Ability to build and maintain relationships with stakeholders, including government officials, media outlets and partner organisations.

PERSONAL QUALITIES

- Demonstrate commitment to the ETF's values
- Demonstrate a commitment and understanding of Equity, Diversity and Inclusion across all areas of work
- Ability to reach decisions and judgments based upon balanced assessment of the technical, business and human risk factors involved.
- Collegiality in working as part of an effective high performing Leadership Team
- Highly developed personal influencing skills with a personal network and track record of positive business relationships



TERMS OF APPOINTMENT

SALARY

£75,000-£80,000

LOCATION

Victoria, London, SW1/Hybrid

WORKING HOURS:

Monday to Friday, 35 hours per week minimum

CONTRACT:

Interim (FTC)



HOW TO APPLY FOR THIS APPOINTMENT

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 catherine.kift@starfishsearch.com or ruby.judge@starfishsearch.com and we will be happy to arrange a call.

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

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the criteria.

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 **8th November 2023**

Interviews with client in person **16/17th November 2023**

