



# Candidate Pack for Director of External Affairs and Communications



# WELCOME

The Duke of Edinburgh's International Award was founded by the late Prince Philip, The Duke of Edinburgh, in 1956, creating a programme that would support young people on the journey of self-development as they find their purpose, passion and place in the world. For nearly seventy years The Duke of Edinburgh's Award (the Award) has been helping young people transform their lives and their communities. In 1998 the International Award Foundation and Association begun, taking on the leadership of the Award internationally.

Today, HRH Prince Edward, The Duke of Edinburgh KG KT GCVO is both Chair of the Board of Trustees and Patron of the International Award, having been involved in the Award for over twenty years, he is also a Gold Award holder. HRH The Duke of Edinburgh is actively involved in the life of the Charity supporting the growth and strengthening of the Award. There are consistently over a million young people in more than 120 countries and territories taking on the Award's challenge to believe in the power of their potential, make a difference in their community and taking control of their future. The Duke of Edinburgh's International Award Association (the Association) members are dedicated to ensuring even more young people around the world have the opportunity to take on the Award's challenge - to do so we need a significant step change in the awareness of the Award.

We are now seeking an outstanding Director of External Affairs and Communications to lead this change. As the new Secretary General, I am seeking to build an ambitious team who will work with me and the excellent colleagues already in post to start a ten year journey toward significant growth in participation. Our Patron and Chair provides us with unparalleled opportunities to meet people of influence. Together we can offer them insight into the transforming power of the Award. I am looking for a colleague who can seize these opportunities and work with local Operators to embed lasting change in the recognition of the impact of non-formal education and learning.

This is an influential role, at the heart of the organisation, and part of the Senior Management Team. You will develop and lead the communications and external affairs strategy for the Foundation and wider Association, working with our network of licensed operators around the world to build upon the reputation of the Award. The role will include leading on our policy positioning and through the research team, strengthening our ability to use evidence to persuade others of the important work that we undertake.

Already operating at a similar level, you will bring a strong track record in delivering effective policy influence, and have the presence to engage, influence and inspire at all levels. You will be someone who understands the nuance of policy influence, serious and thoughtful with a credible presence, and with the maturity of judgement to deploy different techniques for the most effective impact. Clear and compelling with a systematic approach, you will build credibility quickly with a range of external and senior stakeholders, including major donors. You will be able to demonstrate understanding of how our operators around the world work and how our communications team can work strategically and successfully together with our partners. With a practical, flexible and entrepreneurial style, you are someone who is creative in your thinking but with an approach that is backed by rigour and evidence for change. You will also be a practical person who is willing and able to "get stuck in" and be directly involved in the more practical aspects of the role.

If you believe you have the skills and qualities we are seeking, we would be very pleased to hear from you.



**Martin Houghton-Brown**  
**Secretary General of The Duke of Edinburgh's International Award Foundation**

# ABOUT THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD FOUNDATION

The Duke of Edinburgh's International Award (the Award) is a Non-Formal Education and Learning framework encouraging young people to find their purpose, place and passion in the world. In more than 120 countries and territories, our globally recognised accreditation is available to all 14 to 24-year-olds, of all backgrounds, locations, cultures and abilities.

Through the programme, each young person becomes part of something special while developing their own interests, universal skills and life aspirations.

Founded in 1956, the Award highlights the value of Non-Formal Education and Learning. Today there are consistently over a million young people taking part in the Award to believe in the power of their potential, make a difference in their community and take control of their future. The result? Entire generations of innovators and changemakers who are truly world-ready.

## THE AWARD FRAMEWORK

Whilst the framework of this internationally recognised accreditation remains the same around the world, participants select self-identified areas of interest to pursue. Each young person develops their own unique Award programme that builds the character, skills and confidence needed to improve themselves and their communities. The Award encourages them to step outside their comfort zone and develop positive habits that they will take with them for the rest of their lives.

## WHERE IS THE AWARD DELIVERED?

The Award is delivered via hundreds of thousands of youth-focused partners and operators in a wide range of locations, from schools and custodial institutions to Scout groups, and refugee camps.

Although the Award's framework remains the same wherever it is delivered, every Award is itself unique and no two Awards are the same.

The Award is currently licensed in more than 120 countries and territories. Find out more [here](#).

# THE FOUNDATION

The Duke of Edinburgh's International Award Foundation is the international charity that drives and encourages the Award's growth, access and impact across the globe. Working in partnership with organisations and governing bodies, we oversee the licensing of Award operators – including schools, youth groups, employers and custodial institutions – in more than 130 countries and territories. With our guidance, operators deliver the globally-recognised Award, which provides opportunities for 14 to 24-year-olds of all backgrounds, locations, cultures and abilities, to develop their interests, skills and life aspirations. Our long-term aim is that every eligible young person aged 14 – 24 will have the opportunity to participate in the Award. We aim to increase the Award's global access, reach and impact through:

- raising and granting funds to scale up operations and increase diversity,
- equity and inclusion
- campaigning to raise the profile of non-formal education and learning
- broadening our network of volunteers, operators and digital systems
- ensuring participation is affordable for all

When it comes to creating empowered citizens who will go on to solve some of society's biggest problems, we must acknowledge that many of life's greatest lessons happen beyond the classroom. The Duke of Edinburgh's International Award gives young people the chance to discover exactly that.

## KEY AREAS OF WORK



### FUNDING

We provide grants to operators in our global Award family to scale up their operations and/or carry out projects that enable even more young people to take part in the Award.



### TRAINING

We provide licensees with advice and support, in the form of ongoing account management, training sessions, online training materials, and access to a global peer-to-peer discussion forum.



### RESEARCH

We conduct ongoing research into the Award around the world using multiple initiatives, such as satisfaction surveys, outcomes evaluation and work with external experts on projects, like our award-winning Global Social Value research.



### ADVOCACY

We partner with key organisations to increase global awareness of the value of Non-Formal Education and Learning and to improve the lives of young people.



### GLOBAL PARTNERSHIPS

We actively work to build partnerships with organisations to deliver the Award around the world. Corporate Partnerships form an integral part of this portfolio.

# JOB DESCRIPTION

<b>Job Title:</b>	Director of External Affairs and Communications
<b>Location:</b>	London/Hybrid
<b>Duration:</b>	Permanent
<b>Reports To:</b>	Secretary General
<b>The Team:</b>	Senior Communications Manager, Communications Officer, External Affairs Manager, Research Manager, Research Officer, Alumni Officer

## Role purpose:

The Director of External Affairs and Communications will lead on this change by working closely with the Secretary General, Global Operations team and the other members of the Senior Management Team to establish the reputation of the Award as the pre-eminent international accreditation for young people's achievements through non-formal education and learning. You will develop and lead the communications strategy for the Foundation and wider Association, as well as supporting our network of licensed operators around the world to build upon the reputation of the Award.

The role will include leading on our policy positioning and through the research team, strengthening our ability to use evidence to persuade others of the important work that we undertake. The role holder will be able to build the trust and support with National Award Operators and the Big 6 Youth Organisations as we seek to educate others about the role of Non-Formal education and learning and pre-eminent role of the Award.

Our Communications team has a wide-reaching remit and supports the Foundation and Association in several ways – from leading on our reputation and influence, internal communications, fundraising communications, and event support through to brand management, publication, and content development. The role includes working to ensure the reputation and legacy of TRH The Duke of Edinburgh, both the founder and present are supported and protected.

**This role requires an accomplished leader who has proven their capacity to influence others, take dispersed and culturally diverse teams and stakeholders with them and ensure that a prestigious brand is advanced.**

## Key Responsibilities

- To develop the Award's **brand, public profile, external influence and communications** to resonate with and inspire key audiences – to support the Award Association's strategic ambition to enable access to the Award for every young person.
- To write the Foundations Communications and External Affairs Strategy taking into account all communications channels and the policy positioning of the Foundation.
- To lead the Foundation's work in achieving positive positioning for non-formal education and learning through powerful and focussed research, policy, advocacy, and public affairs work.
- To work in partnership with the full diversity of Award Operators and other organisations to achieve greater impact for the Award and to work with young people to ensure they are involved in a meaningful way in the work and voice of the Foundation in particular through our Alumni.
- To provide support to the Foundation's Development team to ensure that we have a consistent outward facing story and messaging concerning the impact of the Award, Foundation and Association on young lives and to leverage income wherever possible from partners, supporters and organisations.
- To oversee internal communications across the Foundation and Association ensuring delivery of high-quality communications and engagement activities with staff, operators and alumni.
- To provide leadership on the protection, promotion and risk management associated with the Award brand and the links with the work of the Royal Household
- To develop and lead a high performing and strongly collaborative staff team inspiring, motivating and coaching staff to experiment and strive to meet clear objectives and outcomes.
- As an active member of the Senior Management Team, to model the Foundation's values, championing a commitment to continual learning and to act as an ambassador for the Foundation fostering key relationships.

# PERSON SPECIFICATION

## Knowledge and experience

- Demonstrable senior leadership experience in a communications role
- Evidence of having successfully led in policy, influencing work, advocacy, and external affairs.
- Experience of leading dispersed and diverse teams
- Evidence of working with very high level stakeholders in building messaging and delivering content for them
- Proven ability to manage a brand in a crisis
- Experienced project manager delivering objectives on time and to budget.

## Skills and abilities

- Excellent oral and written communication skills
- Strong organisation skills and ability to multi-task
- Knowledge of communications tactics and strategies at a senior level
- Project management
- Able to demonstrate a high level of cultural intelligence
- Excellent copywriting and storytelling skills
- Advanced proofreading and editing skills
- Broad content development
- Experienced user of Microsoft Office; Adobe/InDesign and Canva

## Styles and behaviours

- Cross-cultural communication and a respect and understanding of the ways to communicate to a broad and diverse range of international stakeholders
- Track record of senior leadership
- Strong decision making capability
- Problem solving and adaptability
- Excellent attention to detail



# TERMS OF APPOINTMENT

## Salary

The salary for this role is up to £80,000 per annum on a full-time permanent basis.

## Location

London. The Foundation operates a flexible and hybrid working arrangement enabling staff to work where they are most effective. It is expected that London based staff will attend the office a minimum of four times a month, although operational requirements may lead to more time in the office. Additionally, as nearly half of the staff team are remote workers, particularly outside the UK, flexibility is essential regarding meetings in other timezones.

## Hours of Work

35 hours per week (Monday to Friday) with attendance at the London office as the needs of the role require the rest worked flexibly and will include some international travel, evenings and weekends.

Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment (in line with policy). You will be required to complete a DBS check.

Must be willing and able to occasionally travel internationally.

## Additional benefits (some applicable after probation period)

- 25 days annual leave (plus bank holidays)
- Long service leave up to 5 additional days based on length of service
- Private Medical Insurance
- Death in service payment of 4x salary
- Healthcare Cash Plan
- Joint Contribution Pension Scheme (we match up to 10%)
- Salary Sacrifice Schemes



# HOW TO APPLY

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/dir-comm-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 knowledge and experience criteria.

We would also be grateful if you would 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: Monday 29th July 2024

Preliminary interviews: Through August 2024, depending on candidate availability

Final Panel interviews: w/c Monday 9th September (tbc)

