



# CANDIDATE PACK FOR DIRECTOR OF IMPACT

# WELCOME

---

Thank you for your interest in applying for the Director of Impact role at the Institute for Government (IfG). We are the UK's leading independent think tank working to make government more effective. Through in-depth and rigorous analysis, expert commentary and influential public events we explore how government can work better. We are here to act as a catalyst for inspiring the best in government - we spark ideas, generate debate, challenge preconceptions, bring experience to bear and make new connections that work to improve government for the benefit of society.



This is an exciting and significant moment to join IfG - this will be a crucial year for good government – with public services being squeezed, spending plans to be set, with new approaches to governing emerging. Our work in 2025 is focusing on how the state can improve the lives of people across the UK and build confidence and trust in government, drawing on our unrivalled expertise about Whitehall and Westminster and the wider regions.

We are now seeking a new Director of Impact who, working with the Director and Deputy Director, will identify priority areas to maximise impact, and work closely across our senior team and relevant teams across the organisation to drive delivery of impact through research, events, communications and partnerships. The Director of Impact will also focus on building and strengthening the networks needed for us to have impact – including relationships with senior political figures, officials and experts.

With a creative and entrepreneurial approach, and with excellent interpersonal skills, you will be adept at building influential relationships with key stakeholders. You will have a strong instinct to help shape our agenda for impact, and bring a deep understanding of how government works. Above all, you will share our belief in the potential of good government to improve lives.

As part of our fantastic team you would work in a fun, stimulating and challenging environment at the heart of Westminster. Wellbeing is very important at the IfG and we're proud of our friendly, supportive workplace culture. The IfG is committed to developing and maintaining a diverse workforce and an inclusive working environment – we recognise the benefit that having a team with a broad range of backgrounds and experience brings to our work. We welcome applications from anyone with the passion and skills to make a contribution to our work of improving government, particularly those who belong to groups currently underrepresented in the think tank sector.

If this sounds like you, I hope you'll consider applying to join our team.

**Dr Hannah White OBE**  
**Director, Institute for Government**



## ABOUT US

---

The Institute for Government is the UK's leading independent think tank working to make government better through rigorous research, open discussion and fresh thinking.

We work with all political parties and with civil servants in Westminster, Whitehall and across the UK to improve the capability of UK government, providing new, evidence-based ideas through research, events and leadership development.

Good government is one of the most important factors driving the UK's social and economic performance and the health of its democracy. The sheer scale of today's social, economic and political challenges demands ever more capable leadership from government, and challenges public trust in institutions.

Based in the heart of Westminster, the Institute comprises nearly 60 staff. Roughly two thirds belong to various research teams and they are supported by communications, partnerships and operations teams.

The IfG is registered charity, and non-partisan in its approach. The organisation's major funder is the Gatsby Charitable Foundation which provides some 80% of its core funding. Our partnerships team seeks additional funding for the work programme set out by the research leads, including from corporate sources, research councils and trusts. This helps keep our research work relevant and builds networks.

The coming year will be crucial for good government – with tight fiscal constraint, public services under pressure, spending plans to be set and new approaches to governing starting to take root.

We are working hard to expand and diversify our networks and to use innovative methods to help develop propositions and ideas for change that are rooted in an understanding of frontline services, local context and the public's experience, while continuing to benefit from our unrivalled expertise in Whitehall and Westminster.



## STRATEGY AND PRIORITIES FOR 2025

In 2025, our work looks at how the state can tangibly improve the lives of people across the UK and build confidence and trust in government. We will be focusing on:

- Reforming public services and institutions to better serve the public;
- Putting power and money in the places that will deliver the best outcomes;
- Building better tools and approaches for leadership and policy-making;
- Tackling the long-term challenges facing the UK.

We will continue to make our arguments on everything from [reforming the way the centre of government](#) works to [completing the map of English devolution](#).

But we are also developing innovative ideas for change that are rooted in an understanding of frontline services, local context and the public's experience. Our plans include:

- New work looking at what a **'government of service' means in practice**, including: the relationship between the effectiveness of the [civil service](#) and the ability of government to deliver its objectives and how the new 'duty of candour' should work.
- A series of projects on the best options for **public service reform** – building on our work on [prevention](#). We'll start by looking at what it means to take a **place-based approach to public services**. We will also be pursuing work on how **collaborative commissioning can be used to deliver missions**.
- New projects that will generate new options for reform on some of the major challenges facing the government – from **public sector pay** and what can be done on recruitment, [retention](#) and motivation, to **how government can tackle the huge challenge of rising illness-related inactivity** and incapacity in the workforce.
- A new **'Devo Lab'** – events and case studies on topics including skills, regeneration and growth, shining a light on innovative practices and sharing lessons between local areas about what works.
- A series looking at **groups of people who have been under-served by the state** with the aim of bringing together policy makers and practitioners to develop propositions for reform. We'll focus groups important to the delivery of the **government's missions** – such as **cohorts of children who are often left behind in early years policy**.
- And through our [IfG Academy](#), we will be expanding our ambitious programme of professional development and support for decision makers working at the heart of government





# ROLE DESCRIPTION

---

**Job description:** Director of Impact

**Reports to:** Deputy Director

## RESPONSIBLE FOR

Maximising the impact of the Institute across the breadth of our work programme, and leading a team focused on a small number of priority research and impact projects.

## KEY TASKS

- Lead impact strategy: Work with the Director and Deputy Director to identify priority areas to maximise impact, and work with senior team and relevant teams across the organisation to drive delivery of impact through research, events, communications and partnerships. Regularly review progress to achieving impact, building on best practice, and report to the Institute's board on what we are achieving.
- Lead cross-cutting special projects team: Oversee a team of researchers working on key priority projects for the Institute. In the past this has included the Institute's work in the run up to and immediately following the general election.
- Build networks with core stakeholders: Lead the Institute's strategy and plan for building and strengthening the networks needed for us to have impact – including relationships with senior political figures, officials and experts.
- Inspire and drive innovation in how we achieve impact: Learning from what works best elsewhere, steer our approach to impact – ensuring we utilise our most effective 'channels' (e.g. relationships, events, media) and identifying and supporting innovations that can help land our core priorities.
- As a member of the Institute's senior team, act as a spokesperson for the Institute in media, on panels and at public and private events.

You may be required to take on additional or other projects or other duties as reasonably required by the Institute.



# PERSON SPECIFICATION

---

## LEADERSHIP AND BEHAVIOURS

- Passionate about the potential of government to improve lives
- Creative and entrepreneurial, actively seeking challenge and differing opinions
- A demonstrable track record in leading and motivating teams; confidence in achieving objectives working through others
- Self-starter with outstanding interpersonal skills and a collaborative style

## KNOWLEDGE AND EXPERIENCE

- Demonstrable experience in leading, motivating and managing successful teams or functions
- Track record of building organisational influence and securing change
- Significant experience of working in or with government, with a strong understanding of the realities of government decision-making processes
- Track record of building strong internal relationships to support impact
- Experience of building and maintaining relationships with senior political and official stakeholders
- Experience of handling competing priorities and working at pace
- Desirable – experience of working at a senior level in Whitehall or other parts of government, or substantial experience of working creatively to influence change in government from outside

## SKILLS

- Strong knowledge of UK government, politics and policy formation
- Ability to influence successfully, using a variety of public and private approaches
- Ability to thrive in a fast-paced environment, and keep multiple projects and objectives on track
- Very strong communication and written skills, and the ability to adapt these skills for different audiences
- Desirable - experience of acting as a spokesperson and representing organisations to the media and at events
- Desirable – some experience of using data and analytics to understand impact





# TERMS OF THE APPOINTMENT

## SALARY

£70k - £90k (flexibility for an exceptional candidate)

## BENEFITS

### Contractual:

- 30 days of annual leave, in addition to eight days of bank and public holidays for full-time staff.
- IfG has a pension scheme which you will be auto-enrolled into in your third month of employment. The contribution is a minimum of 5% from the employee and a fixed 10% contribution from the employer. Salary exchange is the default.
- Death in service life assurance of 4 x salary for all staff.
- 20 days sick leave at full pay in first year and thereafter 30 days per rolling 12-month period.

### Non-contractual:

- Staff may take two weeks each year where the requirement to work from the office in London for three days per week does not apply.
- Lunch is provided when working in the office.
- Employee Assistance Programme and 24/7 online GP Service.
- Six months of maternity leave at full pay and shared parental leave (some paid, subject to circumstances).

Staff have the option to work from home two days a week – we are all in the office on Mondays and we work hard to maintain a community feel to the organisation. All staff eat lunch together, there are drinks in the garden in summer, pub (and other non-alcoholic) get-togethers, and a volunteering day out of the office in summer

We have a staff well-being group and run a 6-monthly well-being survey. We work hard to support staff well-being and staff satisfaction on most metrics runs consistently at or above the 80% mark.





# HOW TO APPLY

---

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/ins-gov-dir-imp/> 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 skills 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:** Friday 9th May 2025

**Preliminary interviews:** Late w/c Monday 19th May 2025 and w/c Monday 26th May 2025 (tbc)

**Final Panel interviews:** Late w/c Monday 9th June 2025 (tbc)

