

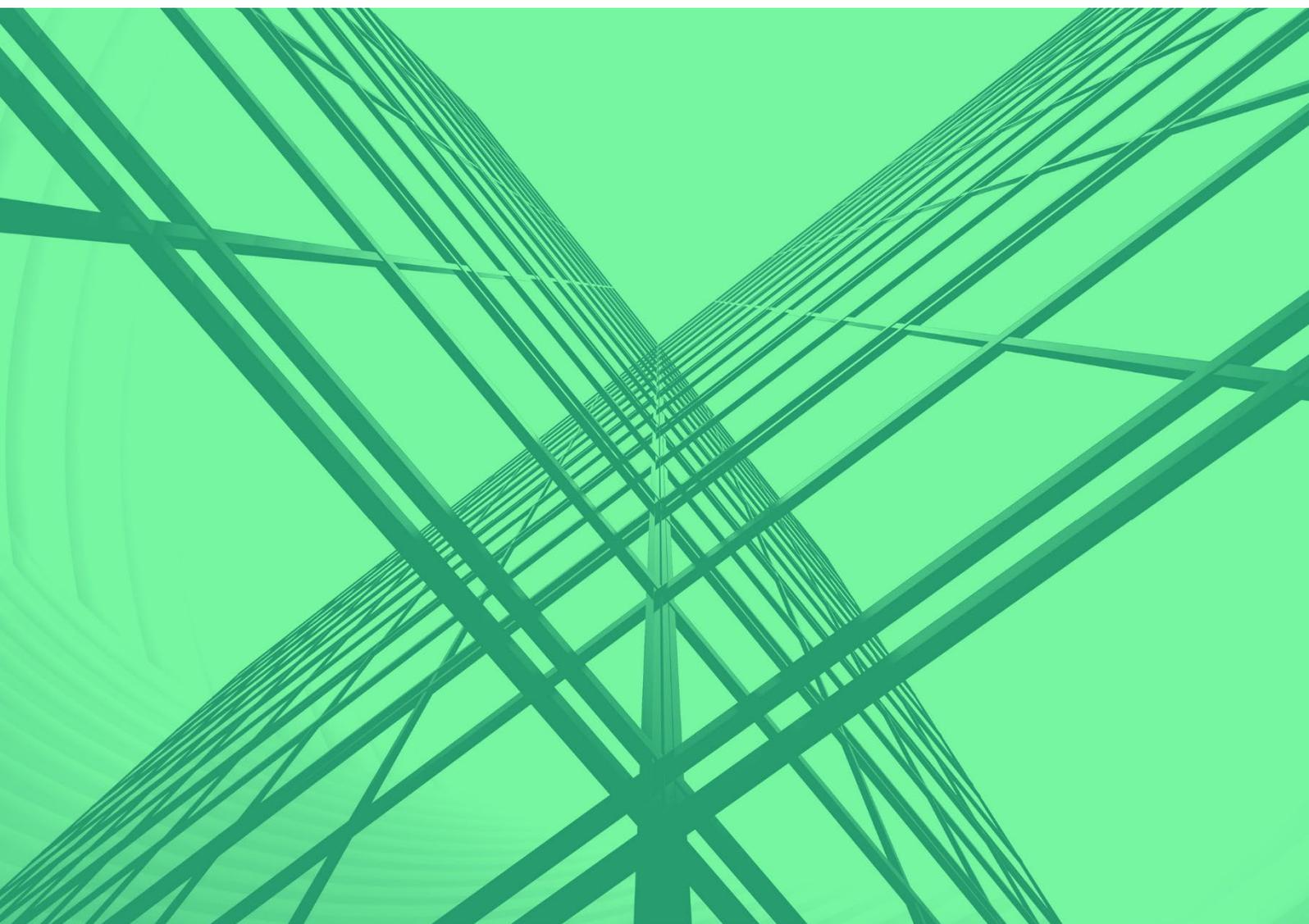
# Head of Communications

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**CANDIDATE PACK**

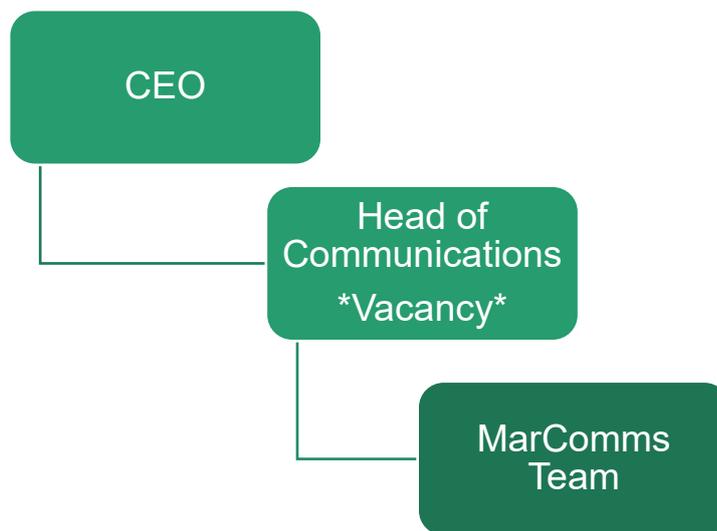
**Full Time**

**35 hours per week**



## The Communications and Marketing Team

Our Communications and Marketing team will report into this newly created senior role. The Communications Team comprises of a Communications and Marketing lead, a Digital Marketing expert along with four other specialist roles.



This new position will lead and deliver on our communications strategy through effective management of our communications, marketing and PR team. This role reports directly into the Chief Executive and will work closely with the Board as part of the senior management team to drive plans that support and amplify the Institution’s role in climate action, building safety and our other core strategic aims.

## Why work for the Institution ?

Working for the Institution of Structural Engineers is an opportunity to learn, develop and make a difference.

Join our team of approximately 65 employees and help support our vision to lead, support and nurture the development of structural engineering worldwide.

Our head office is only a short walk from Barbican, Old Street and Farringdon. It's bright, modern and open-plan, providing a collaborative environment.

We pride ourselves on the flexibility we can provide to our staff and offer a wide variety of benefits to enhance your work life balance and wellbeing as detailed later in this pack.

To thrive with us, bring:

- An open-minded and flexible approach. Enhance our diverse and inclusive team.
- A creative attitude to work. Help us strengthen and improve in a workplace where you are encouraged to innovate and share new ideas.
- Enthusiasm and commitment. Provide our members with the best service possible to maintain our worldwide respected status.
- A friendly and communicative approach. Fit in to our organisation where staff know each other well and strive to work collaboratively.
- The ambition to take on new challenges. We always look to the future to embrace change, so we continue to evolve.

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# Job description and person specification

## 1. Job details

<b>Job title:</b>	Head of Communications
<b>Reports to:</b>	CEO
<b>Responsible for:</b>	Communications, Marketing and Public Relations
<b>Date:</b>	November 2022
<b>Location:</b>	The Institution's HQ, London or elsewhere as reasonably required.

## 2. Job purpose

To provide leadership in developing and implementing a joined-up multi-channel strategy that supports the Institution as a global professional body and bring together communications, marketing, brand management and public relations.

To oversee strong and effective channels of communications and messaging between the Institution and its membership throughout the world.

To ensure deployment of effective communication strategies with external stakeholders that includes industry, government, and the general public.

To lead on ensuring that the Institution is able to inform government and public policy on our core strategic aims.

To collaborate across the wider engineering, built environment and construction communities to influence and strengthen core messaging on common themes.

To direct and support the marketing and communications function in developing and implementing appropriate and effective marketing and content strategies across the Institution and its group companies.

## 3. Role and responsibilities

Establish and drive a multi-channel communications strategy for the whole organisation.

Develop long-term integrated marketing strategies that promote the benefits of membership, increase member engagement, support income generation activities, and raise our brand profile.

Work with the Chief Executive and Senior Management Team in developing effective channels of communications and messaging with Institution members at all levels and wherever in the world they are based.

Develop communication plans that support and amplify the Institution's role in climate action, building safety and our other core strategic aims.

Guide the Chief Executive and Board in its broader role of informing government and public policy.

Work directly with Communication Leads in other professional bodies to develop and deliver joint policy, public affairs statements, and related communication activities from time to time.

Work collaboratively with all departments to create a joined-up approach to communication strategies.

Track and report engagement across channels to make data-driven and audience-centric decisions.

## **PR**

Work with the Chief Executive, in establishing appropriate relationships and routes to Government and Government departments in order to strengthen our positioning as a leading Professional Body with international reach and influence.

Raise the profile of the Institution's brand and reputation across a broad range of media and PR channels. Provide responses to media enquiries when requested and develop and maintain a pool of spokespersons able to speak authoritatively on technical and non-technical matters.

Manage media relationships, developing contacts with media, influencers, and the professional community.

Safeguard the Institution, using foresight to identify and mitigate any major reputational risks and managing communications crises that may arise, quickly and professionally.

## **Brand management**

Enhance our brand voice and manage brand integrity across all platforms.

Ensure all communication materials have consistent messaging and are a true representation of the organisation's branding and corporate strategy.

## **Team Management**

Play a critical role in helping the marketing and communication function to deliver on its objectives as well as helping other teams across the organisation deliver influence, income, and impact.

Ensuring that the department's communications, programme plans, and budgets are delivered on time, and actively participates in cross-organisational planning activities.

Keep abreast of key sector, communications and marketing trends and issues and ensuring that these are communicated internally where appropriate.

#### 4. General responsibilities

Work collaboratively as part of and contribute to the Senior Management Team.

Embrace and demonstrate the Institution’s equality, diversity, and inclusion values in the role of Head of Communications and in the work that you do.

Manage, motivate, mentor, and provide day to day line management for reportees; proactively resolving any relevant issues in the department.

Ensure the smooth efficient running of the department, making suggestions to improve processes, systems, use of technology etc.

Comply with all Institution Policy and Procedures.

Any other reasonable ad hoc duties as requested.

#### 5. Communications and working relationships

1. Members of the Institution
2. Government bodies and agencies
3. External agencies and stakeholders, including other construction bodies
4. Press, media, and PR bodies
5. All employees of the Institution.

#### 6. Knowledge, skills and experience required

Criteria	Essential/Desirable
<b><u>Qualifications and Knowledge</u></b>	
Educated to degree level or equivalent in relevant business qualifications	E
Member of a relevant professional body e.g., Chartered Institute of Marketing (CIM), Chartered Institute of Public Relations, Institute of Internal Communication/International Institute of Communications etc.	D
Knowledge and understanding of the digital landscape and transformation in marketing and communications including an appreciation of segmentation, targeting, direct marketing etc	E
Strong understanding and in-depth knowledge of current trends in international and national communications, and the interface between media, PR, politics, and society	E
Knowledge and understanding of GDPR and Data Protection legislation and how to apply it to internal processes to ensure active compliance	E

Criteria	Essential/Desirable
Understanding of governmental bodies and agencies	D
Knowledge and appreciation of Structural Engineering, the construction industry and its relationship with climate change and building safety	D
<u>Skills</u>	
Strong and proven leadership ability, capable of strategic thinking and influencing at a senior level	E
Excellent planning and organisational skills, able to work independently with minimal supervision and with a systemised/methodical approach to managing multi-stream workload	E
Excellent written and oral communication skills with the ability to present and explain detailed information clearly and succinctly	E
Ability to use data and analytics to inform business decisions	E
Ability to work under pressure and to respond quickly to changing circumstances and to tight timescales	E
Ability to lead a team, managing performance effectively, setting clear expectations and objectives, managing competing priorities and balancing differing needs	E
Highly computer literate, IT Skills – Daily use and application of Microsoft Office 365 apps to intermediate/ advance standard	E
<u>Experience</u>	
Proven track record in leading, developing and implementing integrated communications strategies	E
Substantial experience in applying innovation to harness the impact of digital communications, especially social media	E
Experience in overseeing the management of media campaigns	D
Experience of influencing public policy at government and senior decision maker level	D
Managing senior stakeholders, both internally and externally, and confidence in dealing with, and influencing, senior staff and colleagues, and producing clear communications plans and advice	E
Experience of leading and managing a team of communications, marketing, PR, and design professionals	E
Leadership and management at departmental level, setting objectives, conducting appraisals, providing feedback, training, and support	E
Use insight data analysis and able to synthesis a range of sources into clear, practical recommendations for action	E
Proven financial management and preparation of business cases, budget preparation, reforecasting, and management accounts	E

Other

Criteria	Essential/Desirable
The job holder may be required to travel in the UK	

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This job description does not form part of the contract of employment and may be subject to change.

## Salary and package details

Salary: £65,000 to £75,000 per annum subject to experience

Contract: Full time – 35 hours a week within a flexi-time system

Benefits: The Institution offers a range of non-contractual discretionary benefits including:

### Benefits on commencement:

- Life Insurance (death in service benefit)
- Eye care and glasses- eye tests paid for and contribution towards any glasses specific for DSE use
- Access to some parts of the employee assistance programme (UNUM Lifeworks)
- Pension- can join the pension scheme from any date after commencement in Tier one (employer 5%, employee 3% minimum contributions)
- 25 days paid annual leave (increasing with service to 28 days) plus bank holidays and flexi leave

### Benefits from three months:

- Pension- automatic enrolment in Tier one: employer 5%, employee 3% minimum contributions
- Pension- you can request to join Tier two: employer 8%, employee 5% minimum contributions
- Full pay sickness absence up to 65 days in a 12-month rolling period
- Income protection insurance: you may be eligible for this support if you are absent due to sickness for a continuous period of 13 weeks or more, subject to acceptance of the claim
- Full access to our employee assistance programme which includes a discounts and savings platform (Lifeworks)
- Full access to additional health services (e.g. counselling, physio, virtual GP) via an app-based service (Help@hand)

### On successful completion of a 6-month probation period, you will be eligible to the following optional benefits:

- Private medical insurance (PMI) currently provided by AXA (voluntary and subject to tax and NI)
- Health cash plan, currently provided by BUPA (voluntary and subject to tax and NI)
- Reimbursement of an agreed and appropriate Membership subscription
- Season ticket loan (non-taxable)
- Paid parental leave at rates of pay higher than statute, subject to service requirements as per the current policies

## How to apply; the recruitment process

Please submit an up-to-date CV and cover letter demonstrating how you meet the knowledge, skills and experience required for the role as described in the job description. The cover letter should be no more than 500 words.

To apply please see our [website](#).

On receipt, your application will be sifted by the recruitment panel and assessed against the criteria for the role. All successfully shortlisted candidates will be contacted by telephone and invited for interview. We reserve the right to close or extend this position depending on application numbers. **Therefore, we would urge candidates to apply as soon as possible.**

*If you have not heard from the Institution within two weeks of your application, it is with regret that you have been unsuccessful on this occasion. Due to the volume of applications we receive we cannot write to all applicants.*

Applicants must possess a current right to work in the UK.

*The Institution does not hold a visa sponsor licence, therefore, applicants who do not have the right to work in the UK and/or require visa sponsorship in order to continue working in the UK cannot be considered.*

The selection process will consist of an initial virtual interview followed by a face-to-face interview. The first interview will comprise of competency questions designed to test your skills and experience required for this role. It also gives you the opportunity to ask any questions you may have about the role, the team or the Institution. The second stage of the selection process will be a face-to-face interview that will contain a presentation-based assignment.

We want to support you. If you require any reasonable adjustments during our recruitment process, this could be for the application, assessment and/ or interview, please let us know as soon as possible so that adequate provisions can be made for you.

## The Institution of Structural Engineers

With over 32,000 members working in 105 countries, we are the world's largest membership organisation dedicated to the art and science of structural engineering.

The Institution is an internationally recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment.

The core work of the Institution is to support and protect the profession by upholding professional standards and acting as an international voice on behalf of structural engineers.

### Governance

The Institution of Structural Engineers is governed under its Royal Charter, bye-laws and the applicable regulations.

The Institution Council consists of the President, Vice-Presidents, past Presidents, representatives of regional groups and members who are elected for a period of three years. The Institution is supported by an executive of 65 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

### Our values

We strive towards a structural engineering profession that is built on competence, accessibility, and community.

#### Competence

Championing competence is at the core of everything we do.

We offer a wide range of opportunities for our members to develop, refresh and extend personal competencies. We also help members specialise by offering tailored courses, resources and specialist qualifications.

#### Accessibility and diversity

We are committed to making the structural engineering profession more accessible. We are constantly reviewing our routes to membership to provide flexibility in the process, offering more choice for all our candidates.

We value diversity and the perspectives people from different backgrounds bring to the engineering profession. We work with other professional bodies and our members to identify and remove barriers to anyone becoming a structural engineer.

#### Community

We work to create an international community of structural engineering excellence, facilitated by our digital platforms, Regional Group activity and networks of special interest.

For more detailed information about the Institution please visit our [website](#).

## Our Work

### Climate Change

The climate emergency is the greatest threat to our planet. Structural engineers have a responsibility to help mitigate its effects by changing the way buildings and infrastructure are designed, commissioned and constructed. The Institution, our [Climate Emergency Task Group](#) and [Sustainability Panel](#), supports these vital efforts through its role as an international centre of knowledge, sharing information and opinion with its membership and beyond.

### Resilience

The Institution support the efforts to build [resilient](#) communities- taking measures to avoid, reduce, resist and aid recovery from extreme events including Tsunamis, flooding, explosions and seismic events. Our [Humanitarian and International Development Panel](#) as well as our [Seismic and Dynamic Events Panel](#) includes experts from regions around the world. They help structural engineers confront the challenges faced by the poorest and most vulnerable people and progress activities to support the development and understanding of seismic and resilient design.

### Safer Structures

Structural engineers consider the safety of structures from design and construction through to operation and demolition, in accordance with local legislation. The [Institution of Structural Engineers](#) along with [CROSS](#) investigates failures and near misses (including [Grenfell](#)) in order to share knowledge and insight to Structural Engineers to avoid any potential or future disasters.

### Young Members

IStructE is committed to ensuring the profession of Structural Engineering is accessible to everyone. We offer tailored visits, events and networking opportunities to our [young members](#) to help them get support at a crucial time in their career. Our values extend to our work in [education](#) that encourages young people from diverse backgrounds to choose and access structural engineering careers.

### Support

Our [Benevolent Fund](#) offers support to current and former IStructE members and their dependants going through tough times who may need financial support. Partnered with Anxiety UK, our members will also be able to quickly access therapeutic support if needed and have access to a range of learning materials to support managers and their staff on mental health awareness.

# Organisational Structure

