



MAYOR OF LONDON



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September 2019

Dear Applicant,

Thank you for your interest in the post of **Director of External Affairs**

In addition to this application pack, please find the following supporting documents on our website:

- Application Form (mandatory)
- Monitoring Form (mandatory)
- Guidance for Applicants
- METRO's Equal Opportunities Policy Statement

Please note that CVs will not be considered as part of your application, we will be short-listing from fully filled out application forms only.

The completed application form together with the Monitoring Form should be sent to arrive

- by no later than: 9am on 4th October 2019
- Preferably by email to recruitment@metrocharity.org.uk. If applying by email, you should include your **full name in the message title** and your email and attachments must not exceed 5MB in size.
- Or by post or hand to Human Resources Officer, METRO Charity, N206 Vox Studios 1-45 Durham Street, London SE11 5JH

Interviews for this post will be held on 15th and/or 16th October

For further information regarding this post please contact the line manager of the role Dr Greg Ussher via email in the first instance: greg@metrocharity.org.uk

We look forward to hearing from you.

Best wishes,

Greg Ussher
Chief Executive Officer

METRO Woolwich
1st Floor Equitable House
7 General Gordon Square
London
SE18 6FH

METRO Vauxhall
N206 Vox Studios
1-45 Durham Street
London
SE11 5JH

METRO Essex
Suite 1 Perception House
50B Duke Street
Chelmsford
CM1 1JA

METRO Gillingham
Long Catlis Road
Parkwood, Rainham
Gillingham
Kent
ME8 9PR

Job Description

Key Details

Job title:	Director of External Affairs
Salary:	£53,000 pa
Hours:	Full-time 35 hours a week, Monday – Friday with some evening and weekend working. Social channel monitoring in and out of hours.
Accountable to:	CEO
Job location:	METRO Offices, primarily METRO Woolwich and METRO Vauxhall
Contract:	Permanent

Job Outline

To lead the new Communications, Policy and Research directorate, which brings together the charity's marketing, fundraising, advertising, public relations and oversight of our digital channels with our influencing and insight generation, all within an innovative, entrepreneurial and aspirational context.

Main Tasks

1. To develop, embed and oversee the delivery of the Communications, Policy and Research Business Plan, aligned with the charity's overall Strategic Plan, and measured against the Communications, Policy and Research Balanced Score Card (BSC).
2. Oversee the development and implementation of our communications, policy and research strategies.
3. Lead the development and implementation of our fundraising strategy focusing on events, supporters, campaigns, sponsors, corporate relationships and regular giving.
4. To drive bid writing for applications to trusts and foundations for the work of the directorate and support the communications, policy and research elements of other bids and tenders.
5. To provide inspirational leadership to the charity as a whole, working collectively to build a culture which recognises the need to maximise influence and the voice of service users to effect transformational change and to promote improvement and innovation.

6. To develop and leverage appropriate and collaborative relationships with central, regional and local government, media and the sectors in which the charity works, and to influence public policy and public debate.
7. To be the ultimate custodian of the charity's brand. To ensure its currency and relevance, deepening awareness of the brand, the charity's purpose and capabilities.
8. To develop strategic external communications (including media, advertising, marketing and public relations) in support of the charity's mission, identifying and developing different ways to influence a wide range of stakeholders across all channels including digital.
9. To oversee effective communication across the charity.
10. To oversee the creation of campaigns and resources to promote products and services, to share our insights and to influence policy.
11. To champion an integrated communications, policy and research function across the charity.
12. To identify and develop opportunities for productisation and service creation to generate income in collaboration with the Director of Operations, domain heads and the Enterprise Lead.
13. Champion insight generation across the charity in collaboration with the data function and domain heads, presenting the charity as an expert in its areas of work.
14. To monitor and lead engagement in key consultations and other influencing activities and events.
15. To champion research through service provision, specific research projects and collaborations and partnerships with academic institutions and research agencies, alongside the CEO.
16. To communicate and embody the charity's mission, objectives and values. To be the voice of the charity to the media, the sectors in which the charity works, as an ambassador and spokesperson.
17. To work closely and effectively as a member of the Senior Management Team and alongside the charity's Board of Trustees, as agreed with the CEO.
18. To line manage the Communications, Policy and Research Team and manage the directorate's agencies and consultants.

Other Duties

1. Adhere to METRO policies and procedure at all times.
2. Ensure sensitive and confidential recording of information in accordance with the GDPR and METRO's Information Governance Policies.
3. Attend monthly formal as well as informal supervision, as requested.
4. Attend relevant Communications team and METRO-wide meetings and training.
5. Contribute positively to the life of METRO.
6. Engage in any other activities as relevant and requested by management.

Person Specification

Qualification, Knowledge & Experience	Skills and Abilities	Essential or Desirable	Application Form or Interview
Experience in the strategic development of a service delivery charity		Essential	
Knowledge around inclusion, equality and diversity		Essential	
Experience around sexual and reproductive health, infrastructure (CVS) work, community work, mental health, youth work, and HIV support and prevention		Desirable	
	Ability to operationalise strategic objectives and vision, using strategic communication and engagement to bring our vision to life	Essential	
Extensive experience within an integrated and strategic communications approach		Essential	
	Ability to oversee marketing, PR and advertising across all channels	Essential	
Knowledge around web development		Desirable	
	Skill at securing income, through individual giving, bids to trusts and foundations, and from corporate relationships	Essential	

	An inspirational leader	Essential	
Experience in developing influencing relationships with key stakeholders across media and policy makers		Essential	
	Ability to be an effective brand custodian	Essential	
Knowledge around creating effective campaigns for products, services and to influence options and policy		Essential	
Commercial experience in driving profits		Desirable	
Charitable experience in being entrepreneurial		Desirable	
	Skill in bringing together policy responses from across an organisation and/or many stakeholders	Essential	
Technical experience in bringing together data to support insight generation		Desirable	
	Ability to champion research through service provision, specific research projects and in collaboration with academic institutions	Essential	
	Highly competent in using office based IT and able to identify new technologies and tools that maximise productivity	Essential	

