

## Director of Policy and External Relations

### Overall purpose of the role

To provide leadership with the development and communication of CHEAD's corporate identity and manage relationships and engagement with external stakeholders, lobbying on behalf of member HEI's and providing professional development services to CHEAD members.

### Objectives

The Director of Policy and External Relations will take joint responsibility with the Director of Membership and Operations to enable CHEAD to realise its' strategic mission, and by delivering the following objectives:

- To provide dynamic, responsible leadership in accordance with CHEAD's strategic aims and values.
- To develop, agree and deliver CHEAD's strategic objectives working with the Executive Committee Chair and members.
- To develop CHEAD's public profile.
- To develop key partnerships and networks.
- To lobby effectively on behalf of CHEAD's membership and the sector more widely

### Key duties and role responsibilities

#### Strategic Policy

- Conduct horizon scanning and research with external stakeholders and sector agencies to provide briefings and reports for Executive Committee.
- Contribute to discussions on policy, regulatory and strategic issues with sector and industry bodies and representatives across the UK to determine the validity and relevance of intelligence gathered.
- Provide advice to the Executive Committee Chair and members on policy and regulatory developments and related issues relevant to CHEAD, helping to create metrics and targets, defining goals and timelines.
- Assist the Executive Committee with the prioritisation of goals and inputs to achieve the desired outcomes.
- Monitor and measure the delivery of CHEAD's strategic policy priorities and support the regulatory approval of CHEAD initiatives.
- Draft reports and regulatory responses/submissions and contribute to major project scoping and initiation.

- Anticipate and monitor sector and creative industry-related policy initiatives in the UK and advise the Executive Committee on the implications of those initiatives for CHEAD.

### **Communications, Identity and Advocacy**

- Develop and maintain a communications strategy for internal and external communications.
- Enhance CHEAD's corporate image in all aspects of external marketing and communications.
- Identify and develop external stakeholder communications and approaches primarily, and monitor them to ensure that the strategy is being implemented effectively.
- Design and select strategic communication, external outreach and messaging activities to build growing and resilient relationships with policy makers and influencers, arts, design and crafts councils and other key influences.
- Research and write, briefings and presentations that translate and promote CHEAD agendas and inculcate values of openness and transparency.
- Develop briefings, presentations and reports to facilitate engagement with a range of external stakeholders from the wider creative community and HE sector.

### **Partnerships and External Stakeholders**

- Initiate, build and maintain a range of relationships and networks with external stakeholders to influence, persuade and to understand others' perspective to enrich advice within CHEAD.
- Contribute to discussions on policy, regulatory and strategic issues with sector and industry bodies and representatives across the UK.
- Lead and contribute to major projects within the context of a define project plan and governance arrangements, ensuring coordination between CHEAD and external stakeholders and/or agencies.

### **Liaison and joint working with the Director of Membership and Operations**

- Liaise regularly to provide updates and share intelligence about CHEAD objectives and activities to ensure a seamless and productive working relationship.
- Prioritise communication strategy, activity and message content for the development of external relationships, partnerships and networks.

- Develop an area of policy and regulatory expertise sharing knowledge with the Director of Membership and Operations, focussed on future creative disciplines and industries.
- Develop and update a risk management strategy to ensure that CHEAD is compliant with Charity Commissions guidance on handling risks in carrying out its strategies.
- Ensure that CHEAD is compliant with all relevant legislation including The Charities Act 2011, Trustees Acts 1925,2000, laws on trading, fundraising and data protection.
- Scope and plan CHEAD income generating agenda and activities, identifying appropriate projects, funding bodies and partner organisations to ensure value for money and contribute to the delivery of CHEAD's aspirations.

### Other important duties

- Demonstrate the value and importance of equality and diversity in every aspect of the work, and show commitment through everyday practice in the role.
- Demonstrate a commitment to continuously improve knowledge, skills and behaviours for the role where necessary, gaining appropriate professional qualifications/accreditation and membership of appropriate professional bodies.
- Demonstrate compliance with health, safety and environmental sustainability in the conduct of the role.
- Where required, to perform other duties consistent with role expectations collaborating fully with others to get the work completed to meet key objectives.

### Person Specification

<b>Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
Postgraduate degree in a relevant field.	Y (A)	
Able to demonstrate an understanding of the creative disciplines, art and design in HE or in the Creative Industries in the UK.	Y (A)	
Significant track record of experience developing and managing public relations and corporate communications objectives.	Y (A)	

<p>Demonstrable knowledge of regulatory frameworks, compliance and legislation relevant to a niche membership organisation, in particular:</p> <ul style="list-style-type: none"> <li>• Charities Act 2011 (or earlier)</li> <li>• Charities (Protection and Social Investment) Act</li> <li>• Trustees Acts 1925, 2000</li> <li>• Statement of Recommended Practice (SORP) 2015</li> <li>• Data Protection Act 1988 (May 2018)</li> <li>• Trading, Political and/or Fundraising Acts</li> <li>• Equalities Act 2010</li> </ul>		Y (A)
<p>Experience of engaging with professional, specialist and industry agencies and authorities on a range of policy issues.</p>	Y (A&I)	
<p>Experience of working in a public relations, media or other communications environment with the ability to write and convey communications to influence internal and external stakeholders.</p>	Y (A&I)	
<p>Proven experience in developing and delivering strategic objectives in the creative and/or HE sectors.</p>		Y (A&I)
<p>Demonstrate the ability to anticipate and assess key issues and to understand how audience and sector behaviour is affected by sector and regulatory issues.</p>		Y (I)
<p>Evidence of successful project initiation, planning and management skills to meet timescales and targets for key deliverables.</p>	Y (A&I)	
<p>Evidence of initiating, building and establishing long-term productive working relationships and partnerships.</p>	Y (I)	
<p>Experience of developing external networks and partnerships with diverse stakeholders and often conflicting demands.</p>	Y (A)	

Evidence of the ability to work remotely and take responsibility for planning and managing own workload within peaks and troughs of work flows.	Y (I)	
Evidence of the ability to work collaboratively and effectively with colleagues remotely and in-situ to deliver joint work objectives.	Y (A&I)	

Y Yes either essential or desirable

A Evidence required in application

I Evidence required at interview

### Key competencies

**The role holder is required to demonstrate the achievement of the following behaviours in the conduct of their role:**

<b>Policy focus and development</b>	<ul style="list-style-type: none"> <li>• Able to identify a vision along with the plans which need to be implemented to meet the end goal, evaluating situations, decisions and issues in the short, medium and long term.</li> <li>• Develop relevant and effective consultation opportunities to produce core narrative and key messages for key strategies and policies.</li> <li>• Deliver and update professional guidelines and communications protocol for CHEAD employees and Executive for engagement with the sector, key stakeholders and the media to ensure consistent and appropriate messaging.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Make timely and effective decisions to take advantage of opportunities which influence the delivery of CHEAD objectives.</li> <li>• Able to simplify complex problems, processes or projects into component parts and explore and evaluate them systematically and translate into strategic advice for Executive Committee.</li> <li>• Demonstrates a strong professional and entrepreneurial acumen and a resourceful attitude to the way in which they inter-react within CHEAD and with external stakeholders.</li> </ul>

<p><b>Partnership and advocacy</b></p>	<ul style="list-style-type: none"> <li>• Challenges systems, processes and people that block collaboration, connects people, ideas with policy-makers in the members' interest and shares with colleagues and Executive Committee members.</li> <li>• Able to present sound and well-reasoned arguments to convince others and enhance the profile of CHEAD.</li> <li>• Draws from a range of strategies and approaches to persuade and influence external stakeholders in a way that results in creative industry and employer partnerships.</li> </ul>
<p><b>Sustainability</b></p>	<ul style="list-style-type: none"> <li>• Transform creative ideas into practical reality, evaluating existing situations and problems in new and innovative ways to develop policy ideas for CHEAD.</li> <li>• Identify potential changes and innovation necessary in CHEAD practices to maximise a more dynamic and continuously improving approach to communication, engagement and buy-in from external stakeholders.</li> <li>• Translate learning from CHEAD's measures of success into communications, media and messaging to promote, influence and inform key and external stakeholders of the added value and benefits of membership of CHEAD.</li> </ul>

Key competencies will be assessed at interview