

## JOB DESCRIPTION

<b>Job Title:</b>	Head of Communications
<b>Line Manager:</b>	Chief Executive
<b>Department:</b>	Communications

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## THE INSTITUTE

The Legatum Institute is a London-based think-tank with a global vision: to see all people lifted out of poverty. Our mission is to create the pathways from poverty to prosperity.

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## PURPOSE

An exciting opportunity exists for an experienced communications professional to help shape the communications strategy of the Institute, building its profile and promoting its ambitious research and events programme to a global audience of policymakers, media and business leaders.

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## SPECIFIC DUTIES

- Devising and implementing an ambitious communications strategy in support of the Institute's key priorities and publications
  - Raising the Institute's profile amongst key stakeholders, by effective long-term engagement alongside
  - Cultivating international journalists from print, broadcast and online media.
  - The post-holder will take a leading active role in promoting the Institute's work, supporting the communications strengths of the CEO, Directors of Research and other staff.
  - They will contribute to the message creation and media profile of the events programme.
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## ACCOUNTABILITIES

- Work with the Institute's Senior Leadership Team to plan and capitalise on communication opportunities within the UK and global media landscape
- Drafting and preparation of media statements as well as 'selling in' to the media and pitching the Institute's staff for op-eds and media appearances
- Oversee a refresh of the digital media strategy including the use of social media and website. In particular, the post-holder should oversee the Institute's Twitter strategy
- Build and deliver branded campaigns mixing traditional and digital media, ensuring key messages are consistently delivered
- Write and review copy for the website, event invitations, awards applications etc., complying with the Institute's editorial guidelines

- Oversee the development of a first class output of video content using the Institute’s multimedia facilities
  - Lead on tools to evaluate the Institute’s impact and influence for feedback to stakeholders
  - Oversee the design of publications and communications material, ensuring materials comply with brand guidelines
  - Respond to journalist inquiries and attend events and conferences as a representative of the Institute, frequently outside of regular office hours
  - Review and make recommendations on improvements to internal productivity and processes to maximize effectiveness of resources and talent
  - Take responsibility for the communication’s team budget ensuring best use of donors’ funds, efficiency and cost effectiveness
  - Head up and develop a strong and experienced Communications team and maximise their potential by providing leadership, support and personal development
  - Ensuring Trustees, LIF staff and other key stakeholders are kept informed of key communication developments for the Institute
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#### **KEY WORKING RELATIONSHIPS**

Internal: CEO, COO, Director of Policy, Director of Operations, Head of Business Development, Senior Fellows

External: Global print, broadcast and online media, international governments, officials and legislators, donors and key stakeholders

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#### **SPECIFIC MANAGEMENT RESPONSIBILITIES**

Direct reports: Digital Communications Manager, Graphic Designer, Communications Manager

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#### **PERSON SPECIFICATION**

The post-holder will need substantial experience in communications, marketing or public affairs, a passion for policy impact, a comprehensive understanding of digital platforms, good networks and sound strategic planning skills.

##### **Experience & Knowledge:**

- Evidence of creating, curating, managing communications strategies and campaigns
- Experience of working in a senior management role in communications, current affairs, politics and public policy
- Experience in managing and motivating others
- Proven ability to deliver a communications strategy with emphasis on project management, thinking imaginatively within budget considerations and developing new and innovative approaches to communications

- Experience at delivering detailed and complex policy research and recommendations to a wide range of stakeholders including audiences in the UK and overseas
- Proven experience at working at the highest level with decision-makers across the stakeholder group of business, policymakers, politicians and the media

**Skills:**

- Excellent intellectual skills and innovative thinking
- Excellent verbal communication skills including presenting ideas and content to a wide range of audiences
- First class writing and grammatical skills and able to write for a variety of communications outlets
- Able to work with, influence and manage decision makers and stakeholders
- Able to work across a wide range of policy areas and ensure the Institute's external profile reflects and promotes its objectives
- Good understanding of benefits and practicalities of working within social media context and on first class web design and content
- Confident decision maker
- Good understanding of practicalities of filming and video content related to research output including events and interviews

**Personal Attributes:**

- Has a positive approach, and optimistic in outlook
- Has vision and desire to create value for the long term
- Self-motivated and able to drive activity forward
- Good judgement about when to use initiative and when to consult
- A hard worker who sets ambitious goals and perseveres to achieve them
- Consistently performs at a high level, pays attention to detail

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**GENERAL RESPONSIBILITIES**

The post holder should undertake such other duties within the scope of the post as may be reasonably requested by their manager.

This job description reflects the main responsibilities of the post. From time to time there may be some changes in the emphasis to the duties or tasks without altering their general character or the level of responsibility. Should significant changes to the job description become necessary, the post holder will be consulted and the changes reflected in a revised job description.

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