

## JOB DESCRIPTION – HEAD OF PUBLIC AFFAIRS

<b>Role</b>	<b>Head of Public Affairs</b>		
<b>Reports to</b>	CEO	<b>Direct reports</b>	<ul style="list-style-type: none"> <li>• Communications Manager</li> <li>• Website &amp; Social Media Manager</li> <li>• Media consultants</li> </ul>
<b>Budgetary responsibility</b>	TBC	<b>Resource responsibility</b>	ISD brand, communications materials and digital assets
<b>Safeguarding</b>	None	<b>Key relationships</b>	CEO, COO, EDs, Head of Development
<b>Location</b>	Hybrid working: home-based, plus London or East Coast US when in office		
<b>Contract</b>	1 Year fixed term, full-time; 4 days per week considered for the right candidate		
<b>Salary</b>	£55,000 - £75,000 (UK)/ \$90,000 - \$120,000 (USA)		

### About ISD

ISD is a global think and do tank dedicated to powering solutions to hate, polarisation and extremism. Combining research and analysis with government advisory work and programme delivery around the world, ISD works to implement real-world, evidence-based responses to these challenges. As an independent, international, non-profit organisation with teams in London, Beirut, Berlin, Nairobi and Toronto, ISD enjoys strategic partnerships with some of the world's leading universities and supports more than a dozen prominent governments and international institutions in safeguarding human rights and stemming the rise of extremism and hate.

### Role/Purpose

The quality of ISD's work speaks for itself, and we are proud of our reputation as a leading global think and do tank. ISD produces over 30 research and/or policy outputs a year, as well as hosting or participating in high-level events and engaging with governments, policy makers and institutions across the globe. We have an outstanding team of media-trained experts who are able to speak on the range of our work, and have historically been very successful in achieving coverage of our work in top-tier media outlets such as the BBC, Wall Street Journal, New York Times, The Times and CNN (approximately 20 placements per month).

ISD has enjoyed significant growth in the past 5 years, and we now seek an experienced and dynamic public affairs professional to drive ISD's external relations strategy and delivery. The ideal candidate will join the team with at least 10+ years' experience as a strategic advisor, journalist or in a senior communications role in a media, political or campaigning organisation. We seek someone with a proven track-record in a policy or communications and engagement role focused on issues such as conflict resolution, hate, extremism, polarisation, disinformation and/or terrorism.

The successful candidate will have a strong interest in the issues we work on, and will be able to quickly grasp the nuance and context of our work. They will be comfortable in quickly understanding and being guided by the expertise of the research, policy and programming teams at ISD, and able to fluently communicate ISD's work across the breadth of ISD's stakeholders.

## Responsibilities

Working alongside ISD's leadership and programmatic teams, the Head of Public Affairs will direct all aspects of ISD's external communications, with specific personal responsibility for high-level media relations. Outstanding writing and editorial skills and attention to detail are a must, along with the ability to manage the systems and teams required to build and maintain a consistent communications presence with relevant audiences.

Key areas of responsibility for the role are:

### 1. Marketing and public affairs (50%)

- Develop and deliver strategies to promote ISD's reputation and to support the achievement of ISD's overall strategic goals
- Develop ISD's brand positioning to ensure impactful tone of voice, messaging, content and PR are consistent and uniform across all channels and touch points
- Define and communicate ISD's work with segmented target audiences through a range of channels, in order to increase impact in accordance with ISD's global strategy
- Work closely with Head of Development to integrate core fundraising within the broader public engagement strategy

### 2. Media relations (40%)

- Implement an annual media strategy of coordinated, proactive output, including articles, press releases, op eds, broadcast appearances and speaking opportunities which increase the reach of ISD's work and enhance its reputation in target media markets
- Own and maintain a network of effective journalist and media outlet relationships
- Direct ISD's Press Office function, ensuring excellent coverage in top-tier media outlets

### 3. Team leadership and development (10%)

- Manage a team of staff and consultants, including the Website & Social Media Manager and Communications Coordinator
- Contribute to the organisational strategy as part of the senior team
- Partner with colleagues from across the organisation to agree outcomes, objectives and key messaging for strategically significant projects and programmes

## PERSON SPECIFICATION

### Expectations

We expect all staff, consultants and volunteers to:

- Commit to ISD’s vision, mission and [Guiding Principles](#)
- Foster diversity, inclusivity and equality of opportunity at ISD
- Demonstrate respect for others and safeguard those who are vulnerable
- Carry out their duties in accordance with ISD’s policies and procedures
- Adhere to risk management and security instructions at all times

### Competencies

These reflect ISD’s [Guiding Principles](#) which we expect all members of the team to embody, regardless of seniority and role. How these competencies are assessed is outlined in ISD’s Performance Review Process.

Guiding Principles	Competencies
Integrity	<ul style="list-style-type: none"> <li>• Personal integrity</li> <li>• Focus on quality</li> </ul>
Collaboration	<ul style="list-style-type: none"> <li>• Respect for others</li> <li>• Commitment to the team</li> </ul>
Agility	<ul style="list-style-type: none"> <li>• Efficiency and effectiveness</li> <li>• Growth mindset</li> </ul>
Courage	<ul style="list-style-type: none"> <li>• Strategic thinking</li> <li>• Passion for driving change</li> </ul>

### Specific Requirements

These are a priority for this specific role, and form part of our assessment during recruitment, probation and ongoing performance management. They are also a framework for focusing continuing professional and personal development.

	Essential	Desirable
<b>Knowledge, training and qualifications</b>	<ul style="list-style-type: none"> <li>• Degree-level qualification or relevant experience</li> <li>• Excellent understanding of ISD’s issue areas, including disinformation, extremism and polarisation</li> </ul>	<ul style="list-style-type: none"> <li>• Master’s Degree or substantially relevant experience on extremism, hate groups or related topics</li> <li>• Expertise in the field of counter extremism, hate, polarisation or disinformation</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 10+ years professional experience in marketing, PR, public affairs, strategic communications or in corporate communications</li> <li>• Experience communicating with policy makers and institutions</li> <li>• Strong relationships with media outlets and journalists</li> <li>• Significant media experience and ability to identify and pitch stories</li> </ul>	<ul style="list-style-type: none"> <li>• Background in think tanks or public sector organisations</li> <li>• Significant experience engaging with senior stakeholders</li> </ul>

<b>Skills</b>	<ul style="list-style-type: none"> <li>• Presentation and representation</li> <li>• Fully IT literate</li> <li>• Project management</li> </ul>	<ul style="list-style-type: none"> <li>• Professional language skills (French, Arabic, German)</li> <li>• Budget management</li> </ul>
<b>Competencies</b>	<ul style="list-style-type: none"> <li>• Extremely strong written and oral communication skills</li> <li>• Exceptional attention to detail</li> <li>• Exceptional analytical and critical thinking skills</li> <li>• Creative thinker</li> <li>• Entrepreneurial approach to fundraising and development</li> <li>• Commercial acumen</li> </ul>	<ul style="list-style-type: none"> <li>• Strong team management skills (remote, international teams)</li> </ul>
<b>Additional requirements</b>	<ul style="list-style-type: none"> <li>• Demonstrable alignment with ISD's Guiding Principles</li> <li>• Flexibility and a can-do attitude</li> </ul>	