



Job Description

Job Title	Head of External Affairs
Purpose	Overall responsibility for developing and managing ILC-UK's external profile, ensuring our work influences our target audience.
Reports to	Research & Strategy Director
Direct Reports	Policy & Public Affairs Manager, Office & Events Manager.
Key Areas of Responsibility	Policy, Client Relations, Proposal Writing, Communications/ Public Affairs, Events.

Main Responsibilities

1. Manage ILC-UK's external profile, ensuring work reaches target audiences (including funders and stakeholders) in an engaging and digestible format. Ensuring ILC-UK's message is on brand and the aims and objectives and policy recommendations remain consistent.
2. Develop and implement ILC-UK's communication and impact strategies, with the support of the Director and the Policy & Public Affairs Manager; encompassing the websites (ILC-UK and sub-sites), the mailing lists, blogs and social media. Monitor and report on impact with the support of the Administrative Assistant.
3. Develop and implement ILC-UK's media strategy, supported by the Director and Policy & Public affairs Manager. Develop strong relationships within the media world, delivering impactful and timely reactive and proactive media activity.
4. Develop and implement ILC-UK's event strategy, supported by the Office & Events Manager. Managing content for all events, supported by the Manager.
5. Develop and implement ILC-UK's UK, EU and international political strategy, supported by the Director, the Research & Policy Manager and the Policy & Public Affairs Manager.
6. Develop and implement ILC-UK's marketing strategy, supported by the Director.
7. Oversee the Policy & Public Affairs Manager and the Office & Events Manager. Provide professional support including undertaking appraisals.
8. Develop and deploy dissemination plans for all projects, working with the Project Lead and the Managers. Managing overall content for all events.
9. Manage project support including proofreading of all proposals, bids, reports and other documents.
10. Lead the development of the ILC-UK Partners Programme, supported by the Policy & Public Affairs Manager.
11. To fundraise and help develop fundraising strategies, with the senior management team.
12. Develop and maintain relationships in the UK and internationally to maximise benefit to ILC-UK by representing the ILC-UK externally, including in the media, at high-level discussions and speaking engagements.

Measures of Performance

An enhanced and consistent visibility for ILC-UK across channels and audiences.

Dissemination function fit for research and policy.

Strategies are successful and adopted by all members of the team.

Providing opportunities to develop career and expertise for those the post manages.

Grow non-project related events income by 20% each year.

Production of at least seven to eight proposals each year.

Projects come in on time and in budget.