

HEAD OF ENGAGEMENT

Job description and person specification

Duration of contract: Permanent position

Salary: circa £40k dependent on experience

Location: Burlington House, Piccadilly, London

Reporting: This role reports into the CEO

Application procedure:

To apply, send a CV, covering letter describing how you meet the person specification, and the names and contact details of two references to: hr@linnean.org

Deadline: Thursday 10 February 2022 12.00 midday

Interview date: Week commencing 21 February 2022

THE LINNEAN SOCIETY

The Linnean Society of London is the world's oldest active society devoted to 'the cultivation of the science of natural history in all its branches'. Today, we deliver a wide range of education, public engagement, scientific and heritage programmes to support our new vision of a world where nature is understood, valued and protected. We welcome a wide diversity of nature enthusiasts to become Fellows and Members, as advocates and supporters of the work we undertake.

As a result of a staff restructure, this new role will lead the team responsible for engaging external audiences and Fellows with our work. Sitting on the Senior Management Team, they will play an active role in developing an exciting and vibrant future for the Linnean Society. The successful candidate will be motivated by the aims and purpose of the organisation.

It is an exciting time to join the Linnean Society; not least because with a new CEO at the helm, it will shortly commence a strategic review. There are many facets to this review,

but ultimately it will focus on how we achieve our vision and achieve more impact. It will answer questions such as:

- How do we engage, mobilise, diversify and increase our Fellowship?
- How do we raise our visibility and develop our voice on important issues related to biodiversity and the climate emergency?
- How do we develop our publications, public engagement and education programmes to maximise impact?
- How can we achieve the above whilst diversifying our income streams?

The Linnean Society is a friendly place to work. With a relatively small staff size of around 20 people, staff are committed to the aims and purpose of the organisation and, together with the Council, create a welcoming, supportive and inclusive environment.

If you have the relevant experience and are excited by the prospect of playing a pivotal role in developing an exciting future for the organisation, we would be keen to hear from you.

JOB DESCRIPTION

The post-holder will lead the team responsible for maximising our reach, impact and communications. They will manage the development and delivery of inspiring activities that engage the public, young people and our Fellowship in fulfilling our vision of a world where nature is understood, valued and protected. As an experienced communications strategist they will plan and deliver a strategy for raising the visibility and impact of the Society. They will deftly balance this skill with the ability to be 'hands-on' with implementation. The Head of Engagement will, with a fundraising and commercial mindset, explore avenues to diversify income streams.

Primary responsibilities:

- Playing a role on the Senior Management Team including input into business planning, organisational strategy and decision making
- Raising the visibility and reach of the society by developing and delivering effective comms and marketing strategies
- Developing an inspiring and strategic approach to the engagement of young audiences in our activities and work
- Supporting and advising the CEO and President with high-level stakeholder management and other activities that raise the impact, profile and revenue streams of the organisation
- Engaging audiences that are under-represented
- Leading a small team of talented staff who are highly committed to the work of the organisation

- With a strategic approach, managing the joined-up delivery of in-person and online programmes and activities that engage and enthuse the public about nature
- Ensuring all our work with young people is underpinned by robust and visible safeguarding policies, reporting and staff training
- Devising and delivering activities that maximise the involvement of Fellows – both in the UK and internationally – in delivering the charitable purpose of the Linnean Society
- Developing ways to diversify and increase our Fellowship
- Overseeing our special publications and, by working closely with the Editorial Secretary of the Linnean Society Journals, devising innovative ways to increase the reach and impact of relevant journal articles
- Underpinning all engagement activities with robust KPIs and effective evaluation to build a picture of how we are meeting our vision, and what may need to change to increase both reach and impact
- Ensuring the organisation’s CRM system is actively used to maintain stakeholder relationships effectively. This will include the use of reports and data to understand how to increase engagement
- Managing the various Committees that assist with the planning and delivery of relevant mission-related activities of the organisation
- Applying for relevant funding bids and devising innovative ways to increase revenue to support our charitable activities
- Devising an annual departmental budget, and monitoring financial income and expenditure throughout the year
- Ensuring all relationships with stakeholders are undertaken in ways that comply with GDPR and privacy policies
- Having a ‘hand-on’ approach to delivery of programmes when necessary
- Undertaking any other duties that are reasonable for a post of this nature

This job description provides guidelines under which the individual will work, and could be subject to review depending on changing circumstances.

PERSON SPECIFICATION:

Qualifications

- Educated to at least degree-level standard (or equivalent) in a subject relevant to the work of the organisation (Essential)
- Masters or other qualification in public engagement, science education, communications or other relevant subject (Desirable)

Experience and knowledge

- Has a track record of creating and delivering strategic communications strategies and delivery plans (Essential)
- A minimum of five years' experience in an external relations or public engagement position in a similar sector (Essential)
- Previous experience in managing people and budgets (Essential)
- Understanding of emerging trends and research in public engagement (Essential)
- Experience in complex stakeholder management (Essential)
- Proven experience in generating income to support charitable activities (Essential)
- Experience in working with a data-driven approach using robust qualitative and quantitative evaluation and/or CRM systems (Essential)
- Experience in working within a membership organisation (Desirable)
- Experience in working at senior management level within an organisation (Desirable)

Skills and abilities

- Ability to think strategically, and devise systems and processes to evaluate performance against targets and KPIs (Essential)
- Good people management abilities – able to motivate, lead and support a team of people, and excite them in a shared direction of the future (Essential)
- Excellent communication skills – both orally and in writing (Essential)
- Excellent IT, information management and record-keeping skills (Essential)
- Able to work under pressure to tight deadlines and multi-task when necessary (Essential)
- Able to seek improvements, adapt flexibly to changing circumstances and find pragmatic solutions (Essential)
- Ability to be hands-on in delivery when required (Essential)

Personal

- A keen interest in the vision and purpose of the Linnean Society (Essential)
- Commitment to developing a positive and supportive workplace culture (Essential)
- Commitment to equality, diversity and inclusion (Essential)
- Commitment to the highest professional standards (Essential)
- A positive can-do attitude (Essential)