

A woman with long dark hair is speaking into a microphone. She is wearing a black top and several necklaces. In the background, another person is visible wearing a red lanyard and a badge.

involve

**DIRECTOR OF ADVOCACY AND
COMMUNICATIONS**



WELCOME

Dear Applicant,

Thank you for your interest in becoming Director of Advocacy and Communications at Involve.

There are those who would argue that democracy is in crisis. The lack of trust in democratic institutions is profound and powerful elites have manipulated many traditional forms of decision-making. But at Involve we are more optimistic. We see democracy as a system rather than an institution or event. And we see democratic innovation all around us, dealing with big issue



Involve is at the vanguard of changing our democracy. Combining innovation, advocacy and hands-on delivery, we are showing exactly what our democratic future holds. And now we want to shout about it.

Starting as a public participation think-tank, over the past 15 years Involve has grown to become the UK's leading light on deliberative and participatory democracy. In the past year alone, Involve has organised 16 engagement projects including nine citizens' assemblies on issues ranging from climate change to hate crime to big data.

Our high profile Climate Assembly UK provided Parliament with a roadmap to achieving net-zero emissions in a way that's underpinned by education, choice, fairness and political consensus and our three Innovation in Democracy citizens' assemblies in Cambridge, Dudley and Test Valley provided a vision for the future of city and town centres that are designed around people.

Much of our success to date has been built upon careful advocacy and relationship-building. And despite 70,000 visitors using our online resources, too much of our work has gone under the radar. Climate Assembly UK taught us that we can balance clever diplomacy with high profile impact. **So now we are looking for someone who can take our advocacy and communications to the next level.**

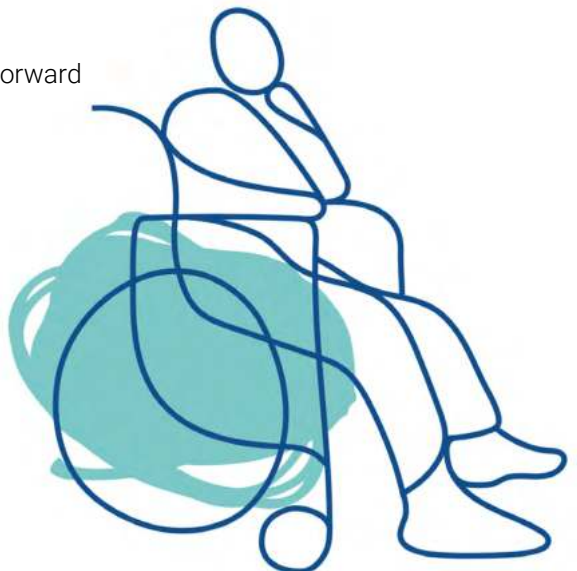
We are looking for a Director to lead and manage Involve's Advocacy and Communications activities. You will demonstrate why participation and deliberation are essential features for a healthy modern democracy and ensure that those in positions of power and influence understand and support their use.

This is an influential senior appointment. The role requires an outstanding track record of developing and delivering effective campaign and advocacy plans, along with experience of working within government systems or influencing the policies of government agencies, private sector organisations or donor organisations.

With highly developed communication and interpersonal skills, you will be both influential and persuasive. You will foster excellent relations and be someone who secures trust and credibility quickly. You will have credible media savvy and through your knowledge, experience and personal impact, our position as a leading voice in the democratic reform space will be further underlined.

If you believe you have what we are looking for then we very much look forward to hearing from you.

Ed Cox
Involve Chair



INVOLVE IN BRIEF

Involve is the UK's leading public participation charity. We develop, support and campaign for new ways to involve people in decisions that affect their lives. Since 2003, we have been working with governments, parliaments, civil society, academics and the public to create and deliver new forms of public participation that re-vitalise democracy and improve decision-making.

We are realistic about the challenges faced by democracy, but optimistic about how to overcome them. We are committed to ensuring our democracies are vibrant and fit for the future by putting people at the heart of decision-making. We work across the UK and internationally, with offices in Belfast, Edinburgh and London.

Our work is focused in three areas:

- **Making the case** – demonstrating why participation and deliberation are essential features for a healthy modern democracy, and ensuring that those in positions of power and influence understand and support their use;
- **Embedding good practice** – building the capacity of public servants and practitioners, and developing the body of evidence, principles and standards that support participatory and deliberative best practice; and,
- **Pioneering innovation and practice** – encouraging widespread uptake of participatory and deliberative processes, and promoting continuous learning and innovation to improve democracy.

By involving people at the heart of decision-making, we hope to create healthier, more vibrant democracies that are fit for the future.

A small and dynamic team of 12, we are experts in participatory and deliberative democracy, public engagement, governance, facilitation, policy-making, research and much more. We work closely with a number of skilled associates who enhance our communications, facilitation, project management and research work.

Our current board of trustees also brings a vast amount of knowledge and experience from national and local government, parliament, civil society, politics, business and think tanks. Our current Board members are: Ed Cox (Chair); Golam Morshed (Treasurer); Claire Ainsley; Dame Julie Mellor; Dr Hannah White; Kathy Jones; Paul Skidmore, and Sharon Squires.

Further information

Find out more about Involve and how we work at <https://www.involve.org.uk/>

To read our latest Annual Report please visit <https://www.involve.org.uk/resources/blog/news/fit-future-introducing-our-201920-annual-report>

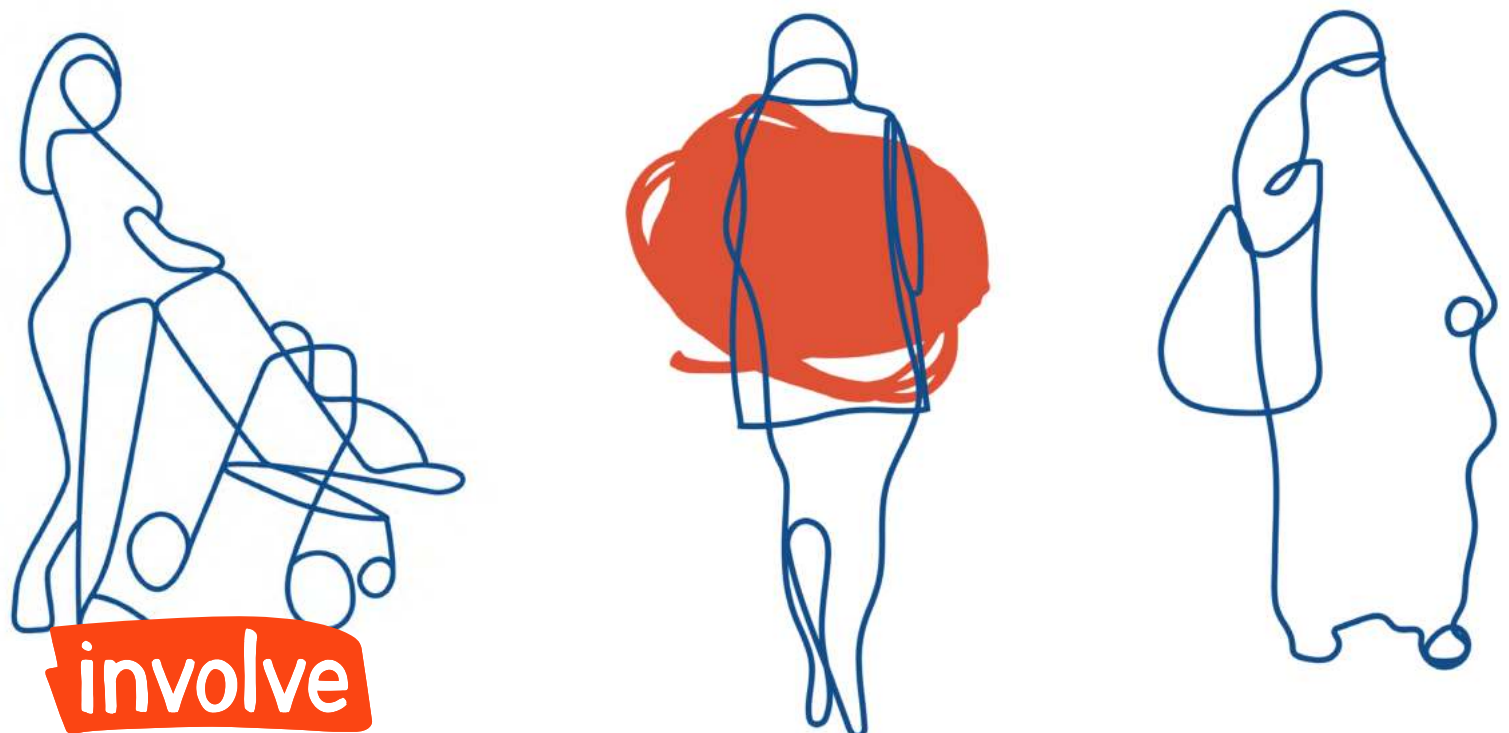


ROLE DESCRIPTION

Role title	Director of Advocacy and Communications
Accountable to	Chief Executive
Job purpose	To lead and manage Involve's Advocacy and Communications activities, demonstrating why participation and deliberation are essential features for a healthy modern democracy, and ensuring that those in positions of power and influence understand and support their use.

Core accountabilities of the role

- Contribute to the corporate management and direction of the organisation as part of the leadership management team.
- Develop the strategy, aims and business plan for Advocacy and Communications work to support the achievement of Involve's purpose.
- Develop a compelling narrative that positions Involve and it's thinking at the cutting edge of democratic innovation and participatory and deliberative democracy.
- Oversee delivery of Advocacy and Communications activity (both proactive and reactive), across multiple media.
- Build a high performing team who are committed to Involve's purpose and strategy, live the organisational values, and are equipped to excel in their roles.
- Establish and maintain a sustainable and diversified funding base for advocacy and communication activity.
- Lead and oversee the execution of influencing strategies, across regions and institutional areas to ensure that strategic alignment and accountability is coordinated across teams.
- Develop and implement research strategy, highlighting evidence and practice of public participation, engaging with wider debates on democratic reform, and producing data on perceptions and other metrics to support advocacy and communications.
- Develop robust and impactful policy proposals that further Involve's mission and vision.
- Work collaboratively with peers to ensure that practice work is fully advocated, has maximum impact.
- Contribute to the budget formulation and approval process and work within allocated budgets and income and funding targets.



PERSON SPECIFICATION

Please respond to Part One in your written application; attributes listed under Part Two will be explored with selected candidates at interview. (A full list of competencies required for the role are set out in full as an Annex to this pack.)

Part One

Knowledge and Experience

- Track record of developing and delivering creative, effective campaign and advocacy plans.
- Experience working within government systems and/or experience influencing the policies of government agencies, private sector organisations or donor organisations.
- Track record of securing funding in a tough financial climate (ideally encompassing grants and HNW).
- Communications, Marketing and/or PR experience.
- Policy and research experience.

Part Two

Skills, Abilities and Personal Style (Further details in Annex)

- Excellent written communication skills.
- Strong analytical capability.
- Influences with impact.
- Works collaboratively.
- Thinks strategically.
- Promotes innovation.
- Delivers results.
- Leads high performing teams.
- Demonstrates passion for democratic reform with a focus on participatory and deliberative democracy.



TERMS OF APPOINTMENT

Remuneration	This role attracts a salary of £50,000 per annum.
Contract	The role is offered on a full-time basis.
Location	Involve is headquartered at Oxford House, Derbyshire Street, London E2 6HG. There is no fixed expectation that the postholder is based in London, but you must be willing to travel across the UK. Some flexibility may be considered in terms of remote working.
Working hours	Standard hours are 35 per week. Some flexibility and occasional out of hours working will be required to fulfil the responsibilities of the role.
Pension	Involve offers a workplace pension scheme with a 5% employer contribution.
Annual leave	25 days plus bank holidays and any days that would be working days between Christmas and New Year.
Equality, diversity & inclusion	We value diversity in the workplace and all aspects of life. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic (BAME) candidates as BAME and disabled people are currently underrepresented at Involve and throughout the sector.



HOW TO APPLY

We hope you will consider expressing an interest in this role. To make an application, please go to <https://starfishsearch.com/jobs/involve-director-advocacy-comms/> and click on the apply now button, with the following prepared:

- your CV or equivalent biographical information
- a covering letter (3 pages max) that sets out:
 - your motivation for applying for this appointment
 - your suitability based on Part One of the Person Specification
 - your initial thoughts on the state of the democratic reform sector and how Involve could help to take it forward.
- details of two people you have worked with previously who we could talk to at shortlist stage (with your permission).

Closing date is Monday 12th April 2021.

Longlist interviews by zoom are likely to be held in week commencing 26th April 2021.

Agreement of the final shortlist will take place on 3rd May 2021. Informal meetings or telephone calls will follow confirmation of the final shortlist.

Formal interviews for shortlisted candidates are expected to take place in early to mid-May 2021. The day may also include informal sessions with key staff and stakeholders. Whether the interviews are held remotely or in person will be influenced by the prevailing laws and guidance around lockdown.



ANNEX: COMPETENCIES FOR THE ROLE IN FULL

The following will be explored during interview with selected candidates.

Influencing with impact

- Understands the external stakeholder environment and dynamics, and builds deep and broad relationships
- Acts as an ambassador for the organisation externally, communicating credibly and getting the message across
- Carefully plans influencing approach, tailoring strategies and style to the context and audience
- Has a presence in the wider industry; is active in the conversations that shape the landscape
- Delivers compelling messages about the positive impact Involve's vision can have on society

Working collaboratively

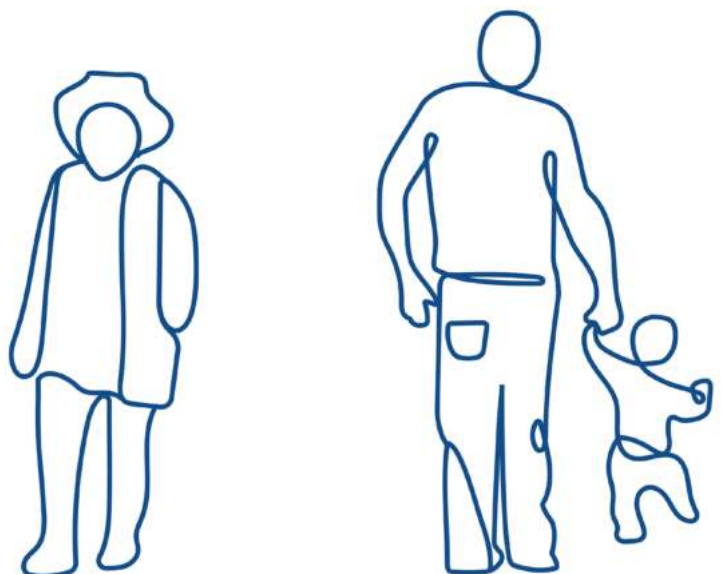
- Creates a strong 'one team' spirit in the organisation, with all working towards collective goals
- Proactively facilitates collaboration between teams, recognising and navigating barriers to collaboration
- Plans and builds strong alliances with third parties, addressing issues openly and constructively
- Creates a positive team environment where people's differing strengths and perspectives are valued
- Focuses on the best outcomes for Involve as a whole, rather than own individual area
- Remains flexible and open minded to different solutions and approaches

Thinking strategically

- Draws on a strong cognitive ability to identify trends, spot patterns and make connections in relation to their area
- Establishes clear strategic aims and priorities, planning ahead for the coming year but adapting where required
- Navigates dilemmas in decision making, balancing short term with long term requirements
- Balances focus on detail with effective overview of issues, moving seamlessly between the two
- Scans externally to notice emerging trends and anticipate their potential impact

Promoting innovation

- Leads on the development of new and innovative ways to further the impact of Involve's work
- Encourages the team to capitalise on opportunities and drive cutting edge innovation
- Critically evaluates opportunities and risks from multiple perspectives
- Champions change and supports others in its implementation
- Thinks creatively about possibilities, solutions and methods, drawing inspiration from a broad array of sources



ANNEX: COMPETENCIES FOR THE ROLE IN FULL

Delivering results

- Sets the bar high and consistently raises standards
- Develops clear plans and manages competing and/or conflicting priorities
- Uses key indicators and systems to monitor performance towards goals and take corrective action as required
- Identifies and takes steps to eliminate the barriers and obstacles to organisational performance
- Demonstrates high levels of personal resilience when faced with obstacles and setbacks
- Ensures that others work at pace to meet deadlines whilst maintaining quality

Leading high performing teams

- Brings the strategy to life for the team, translating into clear priorities
- Addresses the root cause of performance and engagement issues
- Delegates authority and empowers others, to make best use of individual and collective strengths
- Builds the capability of individuals in the team, giving people opportunities to stretch and develop in their roles
- Identifies potential, ensures the right people are in the right roles at the right time, and encourages diversity of thought and challenge
- Supports the team with their wellbeing and resilience



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