

JOB DESCRIPTION			
Job title	Head of Communications & Content	Department	Ada Lovelace Institute
Job holder		Reports to	Associate Director, Impact & Research Practice
Job type	Permanent (full time)	Date created	April 2023
Job aim	To lead the Ada Lovelace Institute’s communications and content team, developing and delivering Ada’s strategic communications and content priorities to build our profile and enhance the impact of our work.		
Resources/organisation relationships	Leading a small, agile team of 3 direct reports (2 communications managers and an editorial researcher) to deliver a proactive, outcomes-oriented, professional organisational function, and responsible for an annual budget of approximately £200,000.  Working as part of an integrated strategic engagement team within Ada, including Communications, Public Affairs and Policy, and across the Nuffield Foundation.		
Responsibilities (including but not limited to):			
1. Strategic development and delivery			
	<ul style="list-style-type: none"><li>• Lead the delivery of communications and content for the Ada Lovelace Institute, including implementation of communications and content strategy, brand and reputation, editorial and publishing, website and digital communications, press, events, stakeholder management and social media.</li><li>• Develop and embed an audience-focused, outcomes-driven, content-led approach to communicating Ada’s work, that produces cutting-edge, novel, agile and dynamic outputs, and identifies opportunities to maximise reach and impact.</li><li>• Map, analyse, build and maintain relationships with key stakeholders, advocates and partners to gather intelligence and build an effective environment for the delivery of successful communications.</li><li>• Work collaboratively with Policy and Public Affairs colleagues to develop strategic planning, development and management of Ada’s communications channels and to ensure plans and activities are coherent and targeted.</li></ul>		
2. Brand and institutional positioning			
	<ul style="list-style-type: none"><li>• Continue to develop and project Ada’s brand and values through all communications and content activities, including:<ul style="list-style-type: none"><li>○ leading quality control of editorial and brand</li><li>○ maintaining and developing the house style and brand guidelines, and ensure consistent presentation across all outputs and channels.</li><li>○ developing and maintaining key messages for Ada and individual projects, to support brand recognition and institutional position</li><li>○ providing strategic, editorial and operational communications advice to the leadership team, staff, partners and other stakeholders as required.</li></ul></li></ul>		

3. Content strategy and development	
	<ul style="list-style-type: none"> <li>Lead, oversee and contribute to the development of insight-based content by team members to ensure brand alignment, strategic positioning and quality, including:               <ul style="list-style-type: none"> <li>the continued evolution of Ada's website and other digital platforms</li> <li>building communication channels through digital and social media outlets, including Ada's newsletter</li> <li>developing and overseeing our convening/events to bring together researchers, policymakers and practitioners in relevant areas</li> <li>supporting work with Research and Policy teams to commission and create content for the Ada blog</li> <li>developing content and communications that represent thematic clusters of related outputs that target key stakeholders and audiences.</li> </ul> </li> </ul>
4. Editorial and publishing	
	<ul style="list-style-type: none"> <li>Lead, oversee and contribute to the workflow of high-quality, targeted, research outputs, including:               <ul style="list-style-type: none"> <li>synthesising and contributing to communications planning to ensure levers, opportunities and interventions are considered and maximised</li> <li>understanding content and positioning sufficient to carry out high-level, structural editing OR brief an external editor</li> <li>overseeing production schedules, working with the relevant comms manager to maintain a timely workflow</li> <li>lead the development of editorial processes, standards and documentation to ensure a culture of excellence.</li> </ul> </li> </ul>
5. Internal communications	
	<ul style="list-style-type: none"> <li>Work with the Head of Operations to support the development of an open, constructive, cohesive working environment, including:               <ul style="list-style-type: none"> <li>maintaining and developing the intranet and internal communications</li> <li>supporting and publicising shared opportunities for learning and development.</li> </ul> </li> </ul>
6. Impact and evaluation	
	<ul style="list-style-type: none"> <li>Contribute to programme design and implementation at an early stage to ensure that Ada's outputs are impactful.</li> <li>Set up measures to effectively evaluate and report Ada's communications activity, and monitor plans and activities to ensure that reach and impact goals are met.</li> <li>Construct, draft and disseminate impact stories about Ada's work.</li> <li>Work with the Impact and Evaluation Project Manager to develop and maintain impact reporting across the Nuffield Foundation's activities and outputs.</li> </ul>
7. Managing staff and budgets	
	<ul style="list-style-type: none"> <li>Lead, support and develop the Ada communications and content team, to meet the day-to-day and changing needs and priorities of the organisation.</li> <li>Lead the development of processes, frameworks, goals and metrics to support and demonstrate effectiveness.</li> <li>Oversee the recruitment, commissioning and review of external agencies and suppliers, and other flexible resources such as freelancers and consultants.</li> <li>Manage the communications budget, identifying and scoping the resources, conditions and partnerships needed, and working with the AD, Head of Ops and Director to build these into Ada's financial and strategic planning, and fulfil reporting functions.</li> </ul>

Other	
	<ul style="list-style-type: none"> <li>Keep up to date on best practice in communications innovation, developments within the charity sector generally and particularly changes in legislation and codes of practice in the digital environment.</li> <li>Ensure Ada's communications activity is consistent with our values and organisation development priorities, including diversity and inclusion.</li> </ul>
The above list of key responsibilities (and associated activities) is not exhaustive. It will be necessary to carry out other work within the scope of the role, as reasonably requested.	

Person specification: Head of Communications	Essential (E), Highly Desirable (HD) or Desirable (D)
<b>Experience</b>	
Proven track record of leading the planning, implementation and evaluation of strategic, cross-channel communications and engagement activity to support organisational strategy and objectives.	E
Experience of effective leadership – managing, motivating and inspiring a team to meet objectives.	E
Track record of managing communications of both individual projects and complex programmes.	E
Experience commissioning, editing and producing high-quality, authoritative reports for expert audiences.	E
Experience of translating complex or technical information into accessible, compelling content for a range of audiences and channels.	E
Experience of brand development and design.	E
Experience of developing and delivering an events/convening programme	HD
Experience of developing and implementing effective PR strategies and building relationships with journalists.	E
Experience of commissioning and managing external agencies on design, digital and other communications-related projects.	E
Experience of using Customer Relationship Management and Content Management Systems.	E
Experience developing and implementing an impact framework, to measure, track and explain the impact of an organisation's work	HD
Experience in managing a department budget.	E
Experience of working in a research/policy/voluntary sector environment.	HD
<b>Skills and abilities</b>	
Educated to degree level or above, or with equivalent professional experience.	E
Exceptional communication and advocacy skills, persuasive and influential with internal and external stakeholders.	E
Ability to work in a pressurised environment and manage competing priorities involving multiple stakeholders and deadlines.	E

Excellent writing and editing skills for a range of audiences.	E
Excellent IT and digital skills	E
Ability to build relationships and work in partnership with external stakeholders to agree and achieve shared objectives.	E
Ability to contribute to strategic planning, organisational development and management of change.	HD
Ability to represent the Ada Lovelace Institute independently and in the context of the Nuffield Foundation.	E
Good eye for design and ability to ensure consistent application of Ada's brand.	E
<b>Personal qualities</b>	
Commitment to, and ability to promote, an organisation's mission and values.	E
A self-starter who is able to work independently and make decisions.	E
A creative and proactive instigator of innovative approaches to communications.	E
A team player who can work flexibly with colleagues at all levels.	E