

<b>Job Title:</b> Director of External Affairs (DoEA)	<b>Responsible to:</b> Chief Executive Officer (CEO)	<b>Responsible for:</b> Senior Communications Manager; External Affairs Advisor
<b>Location:</b> London	<b>Salary:</b> £55,000-£65,000 PA	<b>Term:</b> Permanent

**Department Purpose:**

To positively influence for change for women entrepreneurs through delivering a compelling programme of influencing and communications work that raises the profile of the Foundation’s programmes and delivers our objectives for influence and impact with target stakeholders in change (including donors, private sector, government, civil society and the media).

**Job Purpose:**

Lead the Foundation’s influencing and communications activities through developing and implementing an influencing strategy and communications plan, which draws on the Foundation’s programmes, research and builds on our profile and networks.

**Key Responsibilities:**

**Leadership, Strategy and planning:**

- Set the strategic direction for the Foundations External Affairs (Influencing and Communications) programme to change the ecosystem for and with Women Entrepreneurs
- Provide leadership for the organisation’s brand and identity – with the communications team providing the tools to ensure our brand and identity is consistent, bold and aligned to our values at all times
- Work with the CEO, Director of Programmes and other colleagues to develop and deliver the Foundation’s influencing strategy and plans, drawing from our evidence and learning to enable the voice of women entrepreneurs to be heard and their barriers removed.
- Lead any work to develop the Foundation’s communications strategy and guidelines to enable the building of an identity and brand that supports our activities to generate income, impact and influence.
- Responsible for the strategic leadership, operational delivery and budget management of the Foundation’s external affairs work.
- Monitor delivery and report against agreed plans; review progress against strategy annually

**Advocacy:**

- Lead building the Foundation’s profile and influence to bring about change through working with the External Affairs advisor to deliver a programme of thought leadership or advocacy activities built out of our programmes, evidence, research of barriers and the voices of women entrepreneurs.
- Test different approaches to develop our strategy and approach for influencing, adjusting, innovating and evolving our approach in a timely way from our experience and evidence of impact
- Monitor the external environment for opportunities to increase the impact of our influencing agenda
- Work alongside the Head of Gender and Programme Quality and the MEL Manager to ensure our advocacy and influencing plans are informed by our programme evaluations, and our advocacy agenda is informing our research programme and MEL frameworks
- Advise on plans to share our impact and evidence externally – ensuring they are aligned to our priority messaging framework and boarder agenda
- Provide updates and information on influencing work to assist the CEO with reporting to the board members and potential donors
- Stay up to date on the changing WEE agenda, particularly women’s entrepreneurship development, writing briefings, speeches and enabling the sharing and development of relevant information and resources for colleagues

#### **Media Relations:**

- Oversight for media relations, including pitching and negotiating interview and op-eds, developing media briefings for interviews, and media strategies for events, report releases, launches and other significant activities with media relevant to our audiences and agenda
- Support and advise the External Affairs Advisor to manage media relations such as pitching stories to media outlets (television, radio, publications) and making public appearances where necessary.
- Provide reputation management advice and guidance to the Founder (and her staff), the CEO and SLT, including identifying potential negative publicity and creating mitigation strategies to protect and develop our reputation and identity

#### **Events and Representation:**

- Working alongside the CEO, Founder and other senior staff as appropriate be an ambassador for the Foundation, representing us and building relationships with key influencers in the women entrepreneurship sector, including policy makers, corporate leaders, civil society and other agenda setters
- With support from the External Affairs Advisor, review and decide on our participation in, and from time to time the delivery of events that support our influencing agenda
- Represent the foundation externally as a spokesperson, speaking at conferences or representing our views at external events and networks.

#### **Communications:**

- Oversee the development and delivery of the communications strategy including implementing a cross Foundation messaging framework and strong brand and identity developed and managed in close contact with SLT and MT colleagues to support our goals of impact, influence and income
- Have oversight for the development and implementation of communication and brand guidelines created to support staff to develop the Foundations identity in a consistent and powerful manner
- In line with the annual communications plan, have oversight for the delivery of key high profile communications assets (website; annual report; etc.) and activity through line management of the Senior Communications Manager
- Provide technical advice and guidance to internal communications and learning. Supporting the Head of Gender and Programme Quality and the Director of Corporate services to ensure we are a learning organization
- On occasion produce and also oversee a range of written outputs including reports, policy papers, consultation responses and press releases.

#### **Fundraising**

- Work closely with the Director of Partnerships to grow income and increase sustainability of the external affairs programme.
- In particular actively support the development of funding partnerships to support the development of our advocacy and influencing programme and fund our communications work
- Represent the Foundation with donors and partners as required and support on the preparation of proposals, budgets and reports for funders. Including maximising cost recovery of external affairs activity
- Work closely with the Director of Partnerships and Heads of programme teams to identify funding opportunities and input to proposals as necessary

#### **Team management and staff development**

- Provide overall leadership and management to the external affairs department, including the direct line management of two staff members (Senior Communications Manager; External Affairs Advisor)
- Build a positive, entrepreneurial and collaborative culture for the External Affairs Department. Play a key role as a senior leader to shape this culture within the wider organisation.
- Ensure the appropriate management of staff within the external affairs department, setting work plans, carrying out performance reviews and regular one to ones, and ensuring sufficient support in their professional development. Helping to recruit, train and induct staff as needed.
- Role model the Foundation's values in your management style and interaction with staff

### Senior Leadership Team accountabilities

- Play an active part in the Senior Leadership Team and contribute to collective responsibility for areas including the Foundation's culture, impact and compliance
- Discuss and develop approaches to tackle key strategic issues and opportunities at SLT level
- Provide supportive and consistent line management to teams, fostering learning and development of staff
- Ensure the board of trustees are kept up to date of the Foundation's programme activities through regular and accurate updates
- Work to protect and enhance the reputation of the Foundation, seeking opportunities to expand and promote awareness of the Foundation's work.
- Undertake duties and/or responsibilities in connection with the leadership and management of the Foundation as directed from time to time by the Chief Executive Officer

*This job description is not an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.*

### Essential Criteria:

- Proven experience developing and implementing successful influencing plans creating demonstrable change
- Demonstrable track record of engaging with decision makers and key influencers.
- Good knowledge and understanding of issues related to women's economic empowerment (ideally entrepreneurship) and more broadly on the issues around gender and development
- A strong track record of positioning an organisation to achieve tangible outcomes in a competitive communications environment – including development of brand, identity and messaging
- Experience of overseeing a communications team to deliver various communications assets to support an organisations objectives including, but not limited to websites, annual report, reports, donor communications, marketing materials, social media etc.
- Strong networking, influencing and presentation skills, able to represent the Foundation in a variety of external forums and develop a strong network within civil society and media contacts
- Ability to take complex issues and to present them succinctly.
- Highly developed verbal communication skills including the skill to speak engagingly in public to a range of audiences including women entrepreneurs, professionals, media, and decision makers
- Highly developed written communication skills to write and produce guidance and policy documents, reports, articles that are engaging, clear and practical.
- Be able to memorise and articulate the Foundation's mission, values, position and facts about the organisation – well-spoken, calm under pressure.
- Experience leading, developing and managing teams
- Demonstrable experience setting strategies and plans at a department or organisational level
- Experience developing and managing budgets
- Proven, forward-thinking, and dynamic individual to provide proactive leadership and vision to evolve an innovative programme of influencing and communications work
- Able to manage multiple diverse projects and prioritise workload.
- Excellent relationship building skills, both internally and externally at all levels
- Proven experience in building effective relationships with a wide range of stakeholders, partnership building and networking at senior level
- Excellent team-working and cross-team working skills.
- Excellent written and verbal communication skills.
- Flexibility to undertake overseas travel
- Commitment to women's rights and the Foundation's vision, mission and values.

### Desirable Skills:

- Experience living and working in a low and/or middle income country
- Research and policy development experience within the international development sector
- Experience of delivering events and conferences in a relevant policy area would be beneficial.
- Experience of raising money for social issues



- Research and policy development experience within the international development sector
- Knowledge of social media development and other digital evolution that is relevant to influencing and communications
- Experience in board-facing roles and working with boards of trustees