



Dear Applicant,

Re: Recruitment process at IPPR

Thank you for requesting the application pack for the post of **Director of Communications**.

This pack contains all the relevant information you will need to successfully complete the application form:

- Job description and person specification
- Terms and conditions
- Application form & equal opportunities monitoring form (sent as a separate attachment)
- Recruitment and selection process at IPPR – guidance notes for completing the form
- Information sheet for job applicants

When applying, please note that personal details and equal opportunities monitoring data will be removed. The recruiting panel will see only your education and career history, and personal statement.

Closing date for the receipt of completed applications is 9am Wednesday 10 February 2016.

Interviews will be held Wednesday 17 February 2016.

Please note that due to our recruitment practices we cannot accept CVs, or applications received after the deadline.

All applicants, successful or not, will receive an email within three weeks to inform them of the outcome of their application.

If you have any difficulty in filling out the application form, or have any queries regarding your application, please contact IPPR's recruitment department on 0207 470 6100.

In the meantime, we wish you every success with your application and thank you for your interest in IPPR.

Please send your completed application form to: applications@ippr.org or by post to: Recruitment, IPPR, 4th Floor, 13-14 Buckingham Street, London WC2N 6DF. Quoting REF: **DC/JAN**

In order to complete your application please also complete IPPR's [equal opportunities monitoring form](#)

Job Description

Job title:	Director of Communications
Salary:	Circa £70k per annum pro rata plus benefits
Responsible to:	Director
Responsible for:	Head of Web and Publishing; Head of News; Associate Director for External Affairs and Corporate Partnerships
Contract:	Permanent
Start date:	ASAP

Background

IPPR (the Institute for Public Policy Research) is the UK's leading progressive thinktank. Our research and ideas have shaped policymaking for nearly three decades. Driven by a belief in the importance of fairness, democracy and sustainability, we work with policymakers, civil society, business organisations and all political parties in all parts of the United Kingdom, including through our dedicated IPPR North and IPPR Scotland teams in Manchester, Newcastle and Edinburgh.

This is an exciting role at a significant time for IPPR, having recently appointed a new Director, launched IPPR Scotland, and developed a new research strategy which will shape our work for the immediate future.

The Director of Communications will be responsible for ushering in a new era for IPPR communications. While respecting IPPR's heritage, pedigree and success, the successful candidate will ensure that IPPR has a compelling vision for the future, asks and answers the big questions, and is never boring. The successful candidate will head up a strong and experienced team and maximise its potential, as well as making practical contributions across the range of communications functions.

The Communications team covers our media, website and publishing functions, with a view to maximising the impact and influence our work in the policy world. The team also works to maintain our programme of corporate partnerships and deliver a high-profile and profitable events function.

Job description

IPPR is looking for an exceptional individual to fill the post of Director of Communications. This post will devise and successfully implement IPPR's communications strategy. As a member of IPPR's Senior Management Team, the Director of Communications will be expected to play a key role in developing the institute's overall strategy. The post-holder needs to have substantial relevant experience in communications, public affairs or a related area, excellent management skills, a passion for policy and politics, excellent networks and strategic planning skills.

Key responsibilities

- Develop and implement a new communications strategy for the institute, ensuring that our media relations, public affairs, digital, events and other communications activities support the delivery of IPPR's research strategy.
- Increase IPPR's impact and profile, to achieve positive change in the world, and ensure it is recognised for doing so.
- Lead the institute in the monitoring and evaluation of the impact and influence of our research and other activities.
- Strengthen and broaden our ability to influence change through innovative communication, exploring new formats and effective use of technology, and ensure IPPR's online and social media activities are best-in-class.
- Position IPPR as 'too good to ignore' – creating and delivering a programme of high-quality, relevant, interesting and engaging communications outputs and activities, and participating directly in producing and disseminating IPPR communications.
- Provide motivational and inspirational leadership to a busy and highly pressured team, ensuring that the team plans and prioritises its work efficiently and effectively and communicates well with research and other staff.
- Review IPPR's brand, marketing and communications materials, recommending improvements and overseeing the implementation of any changes.
- Review existing structures and processes across the communications functions and recommend changes to maximise the effectiveness, efficiency and impact of the team's work.
- Develop strong networks within the corporate, public and voluntary sectors and other connected organisations to ensure IPPR has strong relationships across the world of policy and politics and is well positioned to fund innovative and influential research projects.
- Work closely with research teams to ensure strategic planning and coordination of production and release of IPPR's outputs, using innovative approaches to dissemination and integrated communications campaigns to maximise impact.
- Take responsibility for the communication team's budget and information and project management systems, ensuring its work is well organised, efficient and cost-effective.
- Work some anti-social hours and travel to conferences and events outside London when necessary.
- Represent the organisation externally to a wide range of audiences.

Person specification

Essential skills and experience

- Significant experience of working in an senior management role in communications, public affairs or a related area, in the private, voluntary or public sector.
- A track record as an effective and coherent manager, with the capacity to lead highly motivated and autonomous staff in a flexible way.
- Sound knowledge of the funding environment, preferably with a demonstrable experience of securing funds from corporate and other partners.
- Demonstrable experience of delivering a communications strategy, with the capacity to think analytically and imaginatively and to develop new and innovative approaches to communications.
- Excellent intellectual skills, with a track record of innovative thinking, analysis and practical activity.
- An interest in policy and politics and an understanding of the relationship between communications, public debate and influence.
- The ability to work across a wide range of policy areas, understand the current political climate and ensure that IPPR's external profile reflects its objectives.
- An understanding of the ways in which research evidence and policy ideas can be promoted and applied in public- and private-sector decision-making.
- The capacity to work with and influence decision-makers at the highest level in the worlds of government, politics, business and academia.
- Proven experience of stakeholder management, with the ability to strategically map, analyse and influence key stakeholders.
- Excellent verbal communications skills, with experience of presenting complex ideas and content to a range of audiences, including policymakers, practitioners, the public and the media.
- Highly developed written communications skills, with the ability to write in a succinct and accessible style and experience writing for publication in a variety of outlets.
- An excellent understanding of and commitment to the work, goals and aims of IPPR.

Terms and conditions

IPPR's structures reflect informal and flexible ways of working that are responsive to changes in staff and priorities.

Post

Director of Communications

Salary

Circa £70k per annum pro rata plus benefits

Location

Our London office is currently based near Embankment, London WC2. We reserve the right to move your base within the Central London area (within a 10 mile radius of Charing Cross) in the event of the organisation relocating to new offices.

Working hours

This post is 37.5 hours a week between the hours of 8.45am and 6.00pm, including one hour for lunch. Exact timings can be individually negotiated with your line manager. Due to the nature of this post you will sometimes be expected to work outside these hours, occasionally in the evenings with due notice (care will be taken to provide notice, and support will be given, for example in the case of childcare). Overtime is not paid, and we do not operate a time-off-in-lieu (TOIL) policy, but we do embrace flexible working practices and endeavor to accommodate requests for flexible working where possible.

Probation period

All appointments are subject to a six-month probationary period.

Notice period

You are required to give **3 month** notice.

Annual Leave

25 days per annum plus UK bank holidays (pro rata for part time employees), in addition IPPR offices close for 5 days over the Christmas period. You will be given 3 of these days as additional leave, and the remaining 2 days will be deducted from your annual leave entitlement. Staff can carry over 5 days (pro rata for part time employees) into the following annual leave year.

Union

IPPR has a recognition agreement with Unite Union and staff are encouraged to join (the decision to join is at the full discretion and personal choice of all members of staff and will not affect any aspect of your employment).

Smoking policy

Smoking in IPPR offices is not permitted.

Benefits	IPPR entitlement and eligibility
Flexible working	The right to request flexible working arrangements, such as part time working, term time working, home working, is open to all staff.
Time off for domestic emergencies	IPPR recognises that employees will from time to time experience emergencies at home, such as a flood, fire or burglary. It is IPPR's policy to pay employees their normal rate of basic pay when they are absent from work as a direct result of a genuine domestic emergency, subject to the discretion of the line manager. Employees will only be paid if they have complied with the appropriate procedures.
Compassionate leave	IPPR will provide employees full pay for time off on compassionate leave up to a maximum of 5 days (pro rata for part time staff) in a rolling year. Further time off will be unpaid.
Dependency leave	IPPR will provide employees full pay for time off on dependency leave up to a maximum of 5 days (pro rata for part time staff) in a rolling year. Further time off under this policy will be unpaid.
Health and well being	
Sick leave and pay	<p>IPPR is committed to not allowing genuine illness to cause financial difficulties for its employee's and as such has the following occupational sick pay scheme in place.</p> <ul style="list-style-type: none"> • 4 weeks full pay to all staff with less than 52 weeks service at IPPR, in any rolling year. • 26 weeks full pay to all staff with 52 weeks or more service at IPPR in any rolling year. <p>Where an employee is unable to work due to illness or injury for a sustained period of time, IPPR will endeavor to hold their job open for up to one year providing this is reasonably practicable in terms of the project deadlines, funding and operational requirements. Please note staff found to be misusing the sickness policy and procedure may be subject to disciplinary procedures.</p>
Eye Tests	IPPR recognises that most IPPR employees are DSE users and therefore encourages all employees to arrange regular bi-annual eye and eyesight tests. IPPR will reimburse them for bi-annual eyesight tests.
Family Friendly	
Maternity	<p>IPPR is pleased to offer an enhanced occupational maternity pay as follows:</p> <ul style="list-style-type: none"> • For employees with 26 weeks continuous service up to the 15th week before the estimated week of childbirth (EWC) and eligible for statutory maternity pay (SMP), IPPR will pay 21 weeks full pay (this includes SMP topped up by IPPR) followed by 18 weeks at rate of SMP. • For employees not eligible for SMP but in receipt of maternity allowance (MA), IPPR will enhance MA to equate to 6 weeks full pay in the first 6 weeks of maternity leave.

Benefits	IPPR entitlement and eligibility
Paternity	<ul style="list-style-type: none"> For employees not eligible for SMP or MA ,IPPR will pay equivalent of SMP <p>IPPR is pleased to offer enhanced paternity leave and pay to all employees</p> <ul style="list-style-type: none"> For employees with 26 weeks service up to the 15th week before estimated week of childbirth (EWC) and eligible to Statutory Paternity Pay (SPP), IPPR will provide employees with 4 weeks leave on full pay (this includes SPP topped up by IPPR) For employees with less than 26 weeks service at 15th week before EWC and not eligible to statutory paternity pay, IPPR will provide employees with 2 weeks leave on full pay
Adoption	<p>IPPR is pleased to offer enhanced occupational adoption pay as follows:</p> <ul style="list-style-type: none"> For employees with 26 weeks continuous service up to the 15th week before the estimated week of childbirth (EWC) and eligible for statutory adoption pay (SAP), IPPR will pay 21 weeks full pay (this includes SAP topped up by IPPR) followed by 18 weeks at rate of SAP. For employees not eligible for SAP, IPPR will pay equivalent of SAP
Parental leave	<p>Up to 13 weeks unpaid leave to a maximum of 4 weeks per year (pro rata for part-time staff) to spend with children under the age of 5, or in the case of disabled children until the age of 18. Please see parental leave policy for more details.</p>
Childcare expenses	<p>IPPR will provide an allowance for childcare at the discretion of the Director to members of staff who are required to attend business meetings outside of their normal working hours and who are unable to arrange alternative cost-free childcare. Please see the expenses policy for more details.</p>
<p>Personal and Professional Development</p>	
Training and career development	<p>IPPR is committed to ensuring staff receive appropriate professional development and therefore aims to offer formal and informal training and development to all its employees</p>
Study leave	<p>10 days paid leave (pro-rata for part-time staff) who are undertaking further studies relevant to their role at IPPR.</p>
Voluntary leave	<p>3 days paid leave for voluntary duties (pro-rata for part-time staff) from day one of employment.</p>
Sabbatical leave	<p>IPPR also has a sabbatical policy that all staff with at least 3 years' service are eligible to apply for. Staff can apply for a period of 3 months to 1 year unpaid leave.</p>

The recruitment process at IPPR

Please read the following carefully before completing your application form.

1. Selecting the best person for the job

As part of IPPR's commitment to equal opportunities and diversity, all candidates are treated in exactly the same way throughout all aspects of the recruitment process.

It is vital that you take care in completing the application form as fully as possible. The information in it will guide us in considering whether you have the right skills and/or experience for the job. A CV will not be considered.

We cannot make assumptions about your experience or skills – please provide examples.

2. Job description and person specification

The **job description** describes the duties of the job. It sets out the range of responsibilities and tasks.

The **person specification** describes the person we are looking for by outlining the abilities, skills and experience needed to do the job. We will be looking at your application form to see the extent to which you have the relevant skills and experience and thus how you fit the person specification.

You need to consider:

- **is the job description one you are interested in?**
- **do you think you have the skills and experience to apply for the vacancy?**
- **can you *demonstrate* that you have the necessary skills and experience?**

3. The application form

Personal details

Make sure that your contact details are clearly displayed. If you move house between sending in your form and being interviewed, please let us know as soon as possible.

All personal details will be removed prior to the selection process.

Education and training

Give a list of formal and informal training. Formal training is training that is certified, e.g. a degree. Sometimes we ask for specific qualifications. You may need to provide information so that we can assess whether you meet the qualification requirements, e.g. relevant qualification for accountancy or research.

Present and previous employment

Starting with your current or last employer, list all the employers you have worked for. Provide the job title and the period you worked for them. Briefly describe the main duties of the post.

This information may be used to assess whether you meet the experience required for the vacancy. Check that the dates are correct and in order (please account for gaps in employment).

Personal statement

This is the most important part of the form. You have to make a case here for selection. Do not repeat your career history; use only the relevant parts, drawing out the skills you have developed.

It is usually a good idea to use extracts from the person specification as headings and answer them as questions. However, do not just repeat what we are asking for. You have to demonstrate how your experience matches the criteria.

In considering your experience, remember all your previous work and draw on this to demonstrate that you have the necessary skills.

Do not forget other relevant experience outside work that may contribute to meeting the person specification, such as community, voluntary, leisure and other interests. Describe any relevant skills this experience has helped you develop.

Remember, it is your skills and abilities relevant to this job that we are looking for. You do not have to write several pages in support of your application, but rather focus on ensuring you meet the essential criteria in the person specification.

Legal and organisational requirements when filling in the application form

Rehabilitation of Offenders Act 1974: You should not sign the application form without being clear about what you have to reveal about yourself. For instance, you do not need to disclose convictions that would be deemed as being spent under the Rehabilitation of Offenders Act 1974, or cautions, reprimands and final warnings that are over five years old, unless they are exempt from the Act. If you are not sure about what declarations to make, you should ring the Human Resources Officer at IPPR, who will give you confidential information about declarations (see application form).

Referees: At least one referee must be known to you in a work capacity, and should be given by the person who line managed you. If this is not possible you should clearly explain the relationship and the reason for giving another person as a referee.

4. The interview

All shortlisted candidates will be contacted by telephone, and the interview confirmed by letter or email. You will be informed of the time, location, and contact for the interview, as well as notice of any test or exercise you may be asked to do at the interview.

The recruitment and selection panel will be comprised of a minimum of three people, and will normally include the relevant line manager of the post. We will always try to ensure gender balance in the composition of the recruiting panel.

Applicants will be asked questions relating to the job description, person specification and application, and the panel will take notes during the course of the interview. This is part of the procedure to ensure that all applicants are treated equally, and to help us to make the right decision.

In preparation for the interview, take the opportunity to read through the job description, application form, and any other literature sent as part of the information pack, and be prepared to talk about your experience, giving examples that illustrate your ability to do particular parts of the job.

If you have any special requirements that would allow you to participate more fully in the interview, let Human Resources know when you are invited to interview.

Feedback

All unsuccessful candidates who have attended an interview will be contacted by telephone and will be offered constructive feedback; this can be useful for helping you in future interviews. Feedback should be a two-way process. It is important to use the information given to you positively. If possible, you should also give feedback on how the process felt for you.

IPPR information sheet for job applicants: Asylum and Immigration Act 2006 and Equality Act 2010

The Asylum and Immigration Act 2006 makes it a criminal offence to employ a person who is not entitled to work in the UK. In order to comply with this, IPPR is obliged to ask **all prospective employees** to produce appropriate documentation listed in the Home Office regulations before we can make any offer to employment, including part-time, temporary, sessional or casual appointments.

In doing so, we emphasise that we do not discriminate against any applicant on the grounds of their race, nationality or ethnic origin and we will continue to uphold equal opportunities in recruitment and selection in line with the Equality Act 2010.

This is why we are informing all potential job applicants of this requirement right at the start of the recruitment process. We feel it is fair to alert all potential job applicants to this situation as soon as possible so that anyone who needs a document can make arrangements to get one well in advance.

To verify a job applicant's right to work in the UK, the employer is required to see, and keep a copy of either one document, or two documents in defined combinations, from either list A or list B.

List A documents are those that indicate that the holder is entitled to live and work in the UK indefinitely. List B documents indicate that the holder has restrictions on his or her right to work in the UK, usually in relation to the length of time he or she may continue to work legally.

Documents that are acceptable on their own from List A include:

- UK passports;
- European Economic Area (EEA) passports;
- EEA national identity cards;
- UK residence permits;
- a passport or other travel document endorsed to show that the holder is exempt from immigration control and is allowed to stay in the UK indefinitely; and
- a Biometric Immigration Document issued by the UK Border Agency indicating that the holder is allowed to stay in the UK indefinitely.

Documents that are acceptable in defined combinations from list A include an official document bearing the individual's name and permanent national insurance number, plus:

- a full birth certificate issued in the UK that specifies the name of at least one of the holder's parents; or
- a full adoption certificate issued in the UK that specifies the name of at least one of the holder's adoptive parents.

Documents that are acceptable on their own from List B include:

- a passport or other travel document endorsed to show that the holder is allowed to stay in the UK (for a limited period) and is allowed to do the type of work in question, provided that it does not require a work permit; and
- a Biometric Immigration Document issued by the UK Border Agency indicating that the holder is allowed to stay in the UK (but not indefinitely).

Documents that are acceptable in defined combinations from list B include:

- a work permit or other approval to take employment, issued by the Home Office or the UK Border Agency, plus:

- a passport that confirms that the applicant has permission to enter or remain in the UK and take the employment in question; or
- a letter from the Home Office confirming that the applicant has permission to enter or remain in the UK and take the employment in question; and
- certain other documents when produced in combination with an official document giving the person's name and permanent national insurance number.

Whatever document you produce, it should relate to you personally. A document that relates to your spouse, next of kin, guardian or any other person would *not* be acceptable under the Act.

You will need to produce a document on your first day at work. We will not be able to confirm employment until this documentation has been produced. You must produce an original document – photocopies are not acceptable under the Act.

Unfortunately IPPR is unable to sponsor applicants who do not already have permission to work in the UK.

If you have any further queries about these provisions, please do not hesitate to ask.

About IPPR

What is IPPR?

IPPR is the UK's leading progressive think tank. We play a vital role in maintaining the momentum of progressive thought, through our well-researched and clearly argued policy analysis, reports and publications, our high media profile and our strong networks in government, academia and the corporate and voluntary sectors.

IPPR was founded by Lord Hollick, who developed the idea for an independent progressive think tank in 1986. With Lord Eatwell, Clive Hollick worked for two years setting up the charity. IPPR was publicly launched in 1988 with Tessa Blackstone as its first chair and James Cornford as its first director.

Since its inception, IPPR has built up a well-deserved reputation for generating new and imaginative ideas. Our aim is to continue to be a force for change by delivering far-reaching and realistic policy solutions that we hope will produce a fairer, more inclusive and more environmentally sustainable world.

As an independent charity, we are completely funded by donations from individuals, companies and public, voluntary and trade union organisations. The latest research initiatives at IPPR are detailed on our website.

What does IPPR do?

IPPR carries out research within projects that fit into wider research programmes. Wherever possible, our projects cut across traditional boundaries, addressing problems from a different perspective in order to generate innovative policy ideas.

We publish an impressive and comprehensive range of books and web reports covering almost all aspects of public policy at local, national and global level. And we have a busy programme of events, which regularly feature leading political figures and world-class thinkers as speakers.

IPPR research themes:

Energy, Transport and Climate
Economy and Housing
Work and Families
Migration, Integration and Communities
Democracy and Devolution
Public Services

How to contact us

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