

Head of Engagement and Communications

Job title: Head of Engagement and Communications

Contract type: Permanent, full time (37 hours a week)

Location: Hybrid. A minimum of two days (Tuesday and Wednesday) in the office, central London (requirement of the role).

Salary range: £45,000 to £50,000, with an expected starting salary between £45,000 and £47,000, depending on experience

Holiday allowance: 32 days per year (excluding bank holidays), which includes five compulsory days between Christmas and New Year

Reports to: Executive Director

Line management: Events and Partnerships Officer and Communications Officer

Job purpose

As the Head of Engagement and Communications, you'll support the Executive Director in leading AMOSSHE as a senior leader. You'll also act as the Deputy Director, contributing to operational management, strategic development and stepping in for the Executive Director as needed. You'll have line management responsibilities for members of the team. As well, you'll be responsible for shaping and delivering impactful communications strategies that drive member engagement, promote AMOSSHE's events and initiatives, and elevate the organisation's profile.

Key responsibilities

- Support the Executive Director in key work areas and represent and act as the AMOSSHE lead in their absence.
- Lead on developing and delivering strategies to engage our members.

- Oversee the core operational duties of communications, sponsorship and events.
- Line manage the Events and Partnerships Officer and Communications Officer.
- Manage events and sponsorship budgets.
- Manage outsourced HR support, including staff onboarding, coordinating policy updates, HR software, and training.

Strategic leadership

- Assist the Executive Director in developing and implementing AMOSSHE's strategic plan.
- Provide leadership and direction in line with AMOSSHE's values and vision.
- Turn strategic objectives into clear and actionable plans.
- Review outcomes and monitor progress to achieve our organisation's objectives.
- Cover for the Executive Director in areas including leading the team, contributing to meetings and events, presenting at Executive Committee meetings, and supporting financial planning.
- Work closely with the Executive Committee on activities linked to key areas of responsibilities, including strategic priorities.
- Lead the development and implementation of AMOSSHE's marketing and communications strategy to support member engagement, event promotion, and organisational visibility.
- Represent AMOSSHE at sector events and conferences, actively promoting our work and engaging with stakeholders.
- Strategic leadership and development of AMOSSHE's CPD programme, working closely with the Vice Chair Professional Development and wider executive committee.

Operational management

- Manage core operational duties for communications, sponsorship and events.
- Implement policies and procedures to enhance operational efficiency.

- Manage outsourced HR support, including staff onboarding, policy updates, HR software, core online staff training, and updating employment and health and safety legislations.
- Ensure compliance with organisational policies and legal requirements.
- Oversee the management of records and documentation including GDPR.
- Responsible for developing the AMOSSHE website and associated CRM.

Financial management

- Responsible for planning and managing budgets for events, sponsorship and communications.
- Responsible for developing and delivering a financial growth strategy for AMOSSHE events and partnerships.
- Assist the Executive Director in developing budget forecasts and present financial projections to the Executive Committee.

Line management

- Line-manage the Events and Partnerships Officer and Communications Officer.
- Conduct regular performance reviews and provide feedback.
- Support the development of the team by ensuring they meet their performance goals.
- Foster a collaborative and supportive team environment aligned to the values of AMOSSHE.

Member engagement

- Provide strategic oversight of AMOSSHE's events, ensuring they are effectively marketed and aligned with member needs.
- Manage and support the Events and Partnerships Officer to develop event branding, promotional materials, and post-event communications.
- Support the development of sponsorship and partnership opportunities that enhance event impact and member value.
- Develop and deliver targeted communications campaigns to increase member participation in AMOSSHE's services, events, and initiatives.

- Use data-driven insights to refine engagement strategies and improve member satisfaction.
- Support the Communications Officer to ensure timely, relevant, and engaging content is shared with members across all channels.

Events and partnerships

- Provide strategic and operational oversight of AMOSSHE's events, ensuring they are effectively marketed and aligned with member needs.
- Manage and support the Events and Partnerships Officer to develop and maintain strategic corporate partnerships to enhance our organisation's reach and impact.
- Manage and support the Events and Partnerships Officer and Communications Officer to develop event branding, promotional materials, and post-event communications.
- Manage and support the Events and Partnerships Officer in planning and executing successful events.
- Responsible for ensuring the effective management of sponsorship and partnership agreements.
- Responsible for ensuring an effective and sustainable growth strategy for events and sponsor income.

Communications

- Manage and support the Communications Officer to develop and implement effective communications campaigns.
- Ensure consistent and engaging messaging across all platforms, including social media and the website.
- Oversee the design of marketing materials and publications.

Person specification

Essential qualifications and experience

- Proven experience in a leadership role within a similar organisation.

- Proven experience of implementing membership engagement strategies and developing innovative ways to engage members and drive member growth.
- Experience of developing and delivering communications strategies and plans.
- Experience in line management and team development.
- Experience of financial management.
- Excellent communication and interpersonal skills.
- Ability to manage multiple priorities and work under pressure.
- Excellent IT and numeracy skills.
- Excellent written and verbal communication skills.
- Excellent customer service skills.

Desirable qualifications and experience

- Experience working in professional membership associations.
- Expertise in website development and bespoke CRM and CMS systems.
- Experience of being proactive about staying informed on policies and procedures, and understanding statutory legal duties for administrative tasks.
- A good understanding of Student Services within higher education.

Personal attributes

- Strategic thinker with a proactive approach.
- Collaborative, supportive and authentic leadership style.
- Commitment to AMOSSHE's values and mission.

Additional information

You're expected to travel at times as part of this role, and it'll involve some overnight stays. You'll need to attend in-person executive committee meetings on a Friday, four times a year in London, and one overnight stay in the UK in July. You'll also need to attend in-person AMOSSHE events in the UK in February, which require an overnight stay, and in July, which requires one week to prepare and facilitate our National Conference. You'll plan venue scoping trips, as and when required, to consider the suitability of future conference venues.