



Head of Engagement and Communications

UKRI – NERC – BGS

Keyworth, Nottingham

£37,789 to £41,988 per annum (depending on qualifications and experience)

Full-Time – 37 hours a week (a range of flexible working options may be available)

Permanent Appointment

About us

The British Geological Survey (BGS) is an applied geoscience research centre that is housed in UK Research and Innovation (UKRI) and affiliated to the Natural Environment Research Council (NERC). It is a world leading geological survey that provides a core science mission to inform the public, government and stakeholders of science related to the subsurface and its interfaces and also undertakes applied research for solutions to earth and environmental processes, both in the UK and globally. It is funded directly by UKRI as well as through research grants and via private sector contracts.

BGS has an annual budget of approximately £60 million and employs 650 people. It has two main sites, a head office in Keyworth near Nottingham and the Lyell Centre, which is a joint collaboration with Heriot Watt University in Edinburgh. BGS works with more than 150 private sector organisations as well as having close links with 40 universities and sponsors approximately 100 PhD students each year.

We are seeking to appoint a highly motivated and experienced Head of Engagement & Communications to be based at our headquarters in Keyworth in Nottingham.

About the role

The Head of Engagement and Communications will be part of BGS's Communications & Engagement management team, within the Communications & Engagement Directorate. The role reports to the Director of Communications & External Affairs and works alongside the Senior Digital Communications Manager.

The purpose of the Communications, Education & Public Engagement team is to demonstrate the value and impact of BGS capability and science. Promoting BGS's profile and build awareness of BGS's role in the environmental sciences and demonstrate its value to the educational research, science and business communities, Government and public stakeholders, in line with BGS's corporate strategy.

The Communications & Engagement team is responsible for maintaining the reputation of BGS through corporate communications and disseminating the findings and impacts from our research, our overseas development work and the geoscientific research conducted with industry, academia and the public.

The Head of Engagement and Communications will lead external and internal communications and public engagement/ outreach activity, focusing specifically on delivery of corporate communications and specific campaigns. A key role will be to ensure collaborative cross-function working and that a consistent clear message is received by audiences about our work and that communities, and other key stakeholders can participate



within the development of our science and their objectives. Responsibilities of this post include:

- To develop a programme of externally focussed communication campaigns in support of BGS's priority activities and promote BGS's reputation through high quality, meaningful campaigns.
- Lead the development of a revised brand for BGS with the Director of Communications and External Affairs, working in partnership with key internal and external stakeholders and having responsibility for the management, protection and promotion of the BGS brand.
- Lead a change management process using your experience of delivering change communication campaigns in a medium to large organisation.
- To provide advice and guidance on leadership communication methods to our Chief Scientists and the senior management team.
- To develop an effective internal communications strategy, in partnership with your team.
- To commission communications and educational content (from internal or external sources) that supports the identified campaigns and manage its use with the Senior Communications Manager in the work delivered by the whole Communications & Engagement team, with colleagues across NERC and UKRI.
- To champion and implement evaluation across all communications activity to demonstrate the effectiveness of engagements on a very regular basis.
- Work with the Director of Communications & External Affairs and the Senior Digital Communications Manager to provide strategic leadership within the wider BGS Communications team. You will also deputise for the Director of Communications & External Affairs, at both internal and external meetings, as and when required.
- Line management responsibility for the Communications Managers, the Public Engagement Manager and the Education Officer – as well as providing support and guidance to the wider Communication & Engagement function.
- Lead the quality, proactive media output of the organisation and oversee the in-hours and out-of-hours media response system.
- Collaborate with and support partner organisations, including research centres and Higher Education Institutes (HEIs) on strategic media issues and in the delivery of their communications activities.
- Contribute to BGS's media training courses and support the on-going provision of high quality media training to BGS staff and the UKRI research community.
- Significant travel to other BGS, NERC and UKRI sites will be required in this role.

About you

You will be a strong people manager and have experience of driving a change agenda through an organisation, across multiple platforms and working with multiple stakeholders, both internally and externally.

You will develop and manage a programme of proactive communications activity across all channels to deliver effective corporate communications and campaigns that change attitudes and raise awareness to the impact of BGS science and innovation. A key part of this will be to ensure communications mitigate project risks and will require strong cross-function collaborative working.

You will work with the Senior Digital Communications Manager, the BGS Chief Digital Officer and Chief Scientists to ensure seamless communication across all channels, making best



use of BGS strategic messages, collateral and narrative and ensuring that we promote our messages through traditional and new media.

You will focus on BGS's flagship activities, major capital investments, leading a Public Engagement and Educational strategy, showcasing the impact of BGS science opportunities and identifying themes and strategic priorities as well as managing the long-term communication opportunities against the pressure of short-term demands.

With strong communication skills and political acumen, you will have a track record in delivering evaluated campaigns that make a difference. You will have worked in high pressure environments and have recent experience of incident/crisis communications planning.

Please also refer to the specific essential and desirable skills criteria for this post.

What we offer

A generous benefits package is also offered, including a very competitive pension scheme, 30 days annual leave plus bank holidays, free parking and access to flexi-time. For a salary at the top end of the advertised range, you will also need to meet the desirable criteria detailed on the TopCareer.jobs website.

We also offer the 'Bike to Work' scheme, free parking, health and wellbeing support, social clubs and on-site sports facilities.

Please note that any internal BGS staff applying for this post would, if successful, be appointed to new UKRI Terms and Conditions and pay.

How to Apply

Applicants are required to include a cover letter outlining their suitability for this role. We would stress the importance of this paperwork in our selection process. **A well thought through application addressing the advertised essential and desirable criteria for the post will be considered far more favourably than a generic covering letter and CV.**

Applications are being handled by UK Shared Business Services, to apply please visit our job board at http://www.topcareer.jobs/Vacancy/irc248719_9267.aspx

Applicants who are unable to apply online should contact us by telephone on +44 (0)1793 867000.

Closing date for receipt of applications is 31 March 2019.

BGS provides a range of flexible working options including flexible working patterns, compressed hours and home working so if you have a need for flexibility, please raise this in the recruitment process when your needs, balanced with the requirements of the role, will be fully considered.

We are committed to promoting equality and diversity across our organisation as well as across all areas of our science community. As such, we aim to have a workforce with



employees from all backgrounds with people who are passionate about earth science and who share our commitment to work for the good of the environment and the benefit of society.

We will actively seek to avoid discrimination on the grounds of age, being or becoming a transsexual person, being married or in a civil partnership, being pregnant or on maternity leave, disability, race (including colour, nationality, ethnic or national origin), sex or sexual orientation.

The British Geological Survey is an Investors in People organisation and has achieved Bronze status for Athena SWAN – a scheme that recognises an organisation’s commitment and progress in developing a diverse and inclusive workforce.



Specific Skills Criteria		
	<i>Essential</i>	<i>Desirable</i>
QUALIFICATIONS	<ul style="list-style-type: none"> • Educated to degree level in a relevant Communications discipline and with extensive experience • A member of a relevant communications professional body 	<ul style="list-style-type: none"> • Prince2 project management qualification
EXPERIENCE	<ul style="list-style-type: none"> • At least 5 years’ experience in working with the media proactively, at a local and national level • Demonstrable experience of planning and managing communications strategically • Strong experience of managing communication/creative agencies and associated budgets • Experience of managing a team effectively • Experience of managing a budget and ensuring that communication campaigns and assets deliver best value for money 	<ul style="list-style-type: none"> • Public or third sector experience, with an understanding of the research landscape • Public Engagement and Educational outreach experience



	<ul style="list-style-type: none"> • Experience of managing and developing improvements in incident/crisis communication methods 	
KNOWLEDGE	<ul style="list-style-type: none"> • Public Relations knowledge and experience, at a national or international level • Excellent understanding of a broad range of communication disciplines, especially in and across complex subject areas • Significant knowledge and experience of current Public Engagement methodologies, as well as leading a strategic programme of work and achieving results 	<ul style="list-style-type: none"> • A good knowledge of environmental science • Familiarity with the Government Communication Service and the Modern Communications Operating Model • Familiarity with current UK geoscience educational landscape and stakeholders
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Experience of delivering externally recognised award winning campaigns • Strong interpersonal skills and the ability to build relationships within BGS, NERC, UKRI, Government and with our key stakeholders • Ability to model good corporate behaviours and influence others to do the same • Ability to travel significantly within the UK, with occasional overnight stays • Proven track record of leading and evaluating communications campaigns across multiple channels 	
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Confident and self-guiding with the ability to hit the ground running using excellent sector expertise and insight • Enthusiasm for environmental science/research and the work of BGS, NERC and UKRI 	<ul style="list-style-type: none"> • Able to demonstrate flexibility in working approach to meet changing business priorities • Public Sector Advocate
MOTIVATION	<ul style="list-style-type: none"> • Demonstrates a commitment to your own Continuous Professional Development and that of your staff • Able to be a member of the media on-call rota 	<ul style="list-style-type: none"> • Record of successful collaborations with others

