



Head of External Relations

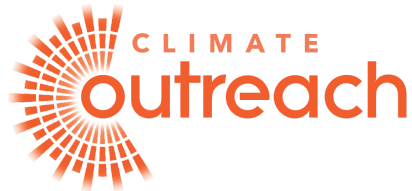
Job description and person specification

The Head of External Relations is a new and key role in our growing organisation overseeing our team, ensuring we have the funds to deliver our ambitious mission and enhancing the profile of our strategic work across the globe. The role is responsible for providing strategic development and leadership of Climate Outreach's External Relations department including fundraising, communications and business development. Through a feminist and anti-colonial approach to management and partnership, the role will provide strategic thinking space and platforms for team leads/managers to develop their work areas confidently in line with the organisational strategy and values.

Working with an experienced and expanding team, you'll be at the forefront of building the social mandate for climate action across key communities (check out our [Theory of Change](#)). You'll be closely supported by our Senior Management Team and work closely with our partners across governments, corporations, media, academia and civil society. You'll be driven by a desire to have real impact, a passion for action on climate change and a desire to build powerful relationships across sectors. Whilst we're looking for someone with a range of experiences related to income generation and profile-raising, we're realistic about the breadth of this role and are happy to support upskilling for the right candidate.

Climate Outreach is looking for a highly organised self-starter and 'people person' who is passionate about climate change, strategic development and management, as well as team- and culture- building. You will be working to facilitate your team to professionalise and mature the department and improve the organisation's public profile and income generation capabilities. This will require an adaptable and motivating leadership style which can help colleagues to work in new ways. Although this role is not part of the senior management team, it will include working closely with them.

Climate change affects everyone and to create a social mandate for climate action we need representatives from across society to be part of the conversation. Therefore at Climate Outreach we maintain a non-partisan approach on policy and politics. So we encourage and welcome applicants from all political representation to join our team.



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| Salary: | £41,000.00 to £50,000.00 (FTE. pa) |
| Benefits: | if eligible 3.5%-5% pensions, enhanced parental leave pay, cycle scheme, flexible working arrangements and 33 days of annual leave (FTE). |
| Type of employment: | Permanent contract with a 6 month probationary period |
| Hours: | 35 hours per week (5 days a week) |
| Reporting to: | Executive Director |
| Responsibility for: | Fundraising Lead, Communications Lead, Business Development Lead |
| Location: | Preferably Oxford office based. Flexible and remote working is available for the right candidate. (standard) |
| Right to work | You must have the right to work in the UK |

Job description

Work category 1: Support Departmental Strategy and Implementation

- Work closely with the Executive Director (acting department Director) and team Leads, on developing an income generation and marketing strategy that is a match for Climate Outreach's mission to create a social mandate for climate action
- Lead Climate Outreach's external relations work to underpin our continued international growth whilst delivering the highest quality outputs in line with our organisational strategic objectives
- Work closely with the Senior Management Team to deliver an organisational strategy and business plan whilst addressing any tactical issues facing the charity and fostering the unique spirit and ethos of Climate Outreach
- Work with other departments to ensure that the External Relations dept and staff are appropriately integrated within the wider organisation
- Work closely with the Senior Management Team to develop indicators to measure, track and report on the effectiveness of the department teams



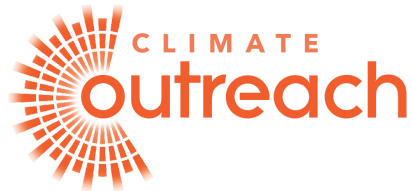
- Set and manage the departmental budget in partnership with the appropriate Operations team members
- Report on behalf of the External Relations Department to the Senior Management Team where appropriate

Work category 2: Oversee Marketing function

- Work with relevant personnel to develop Climate Outreach's marketing theory and annual action plans based on academic marketing theories and principles such as (not limited to) the 7 P's of the Marketing Mix or Ansoff's matrix.
- Ensure the marketing function of the organisation supports Climate Outreach's service delivery and internal operations
- Oversee the organisational external profile, including digital identity, to build awareness of our work with key stakeholders, whether governments, funders or the media
- Build and maintain relationships with a range of partnership organisations, funders and media outlets
- Oversee the organisation's impact storytelling to various stakeholder groups
- Represent the organisation through presentations and at meetings with key stakeholders and partners

Work category 3: Income generation

- Work with relevant personnel to develop and deliver Climate Outreach's income generation strategy that includes fundraising from philanthropy and delivery of our consultancy work
- Increase Climate Outreach's unrestricted funding levels either through existing or new revenue streams
- Strengthen and oversee funder relationships
- Work with the Finance Team to ensure all income generation activities are good value for money
- Be responsible for charity fundraising compliance



Work category 4: Business Development

- Work with the relevant personnel to develop and grow the consultancy services of the organisation
- Work with private sector partners and Programmes and Research Director to develop and deliver products and services that complements our Theory of Change and creates impact
- Work with the Operations Department to ensure that our consultancy work is generating a healthy amount of unrestricted funds for organisational development

Work category 5: Line Management and Working Culture

- Provide **people-centred line management** for team leads/managers within the department
- **Support line managers to celebrate their achievements, be recognised within the organisation and grow**, through line management, coaching and training
- Work closely with the Directors to **foster a culture of allyship and wellbeing** in the department
- Demonstrate and **role model organised, accountable and integrated** working practices
- Foster a reflective team that ensures Climate Outreach is continually learning, updating and growing to deliver the most relevant and impactful work

Undertake any other reasonable duties related to the position as necessary.

Climate Outreach works with partners and contractors located in different time-zones. Therefore the post-holder may be asked to travel or work outside of core hours to support project delivery.

Person specification

Essential:

Technical

- Demonstrable experience or working knowledge of marketing theories and business models.
- At least three years middle management experience from a related sector in either:
 - a) communications
 - b) fundraising



or c) business development;

and a working understanding of the other two areas

- Proven track record in achieving targets under fundraising and/or business development and/or marketing or sales
- Proven expertise in the development of strategies and their successful delivery
- Experience of developing and maintaining credible and trusted relationships with senior external stakeholders such as government representatives, academic partners, civil society representatives or philanthropic donors
- Excellent communication skills, with the ability to relate confidently to a range of audiences including donors, business partners, media etc
- Experience of overseeing programme budgets and ability to work with organisational and project financial processes
- Practical understanding of generating effective impact stories

Commitment to mission

- Commitment to Climate Outreach's mission of building a social mandate for action on climate change across the breadth of society, both in the UK and internationally, and to Climate Outreach's values
- Demonstrable understanding of our Theory of Change and research process
- Ability and willingness to work with people from different political positions whilst maintaining Climate Outreach's non-partisan approach on policy and politics.

Self-organisation

- Self-motivated forward planner and fast learner who exercises initiative to identify opportunities to improve processes
- Committed to personal professional development
- Strong organisational skills and efficient time management, ability to manage multiple tasks and priorities
- Proficiency in office ICT including Google's G suite applications and CRM software e.g. Civi CRM.



Team and line management

- Understanding of organisational change processes, ideally in a leadership role, with the ability to appreciate, motivate and coach staff to maximise their impact, ensuring that objectives are delivered whilst maintaining staff motivation
- Team player with high emotional intelligence who enjoys building collective success whilst embracing a leadership role
- A desire and ability to effectively provide human-centred and inclusive line management
- Passionate about developing the people you manage through coaching and role modelling
- Experience or willingness to learn about feminist leadership and allyship in delivery and management

Desirable:

- A marketing or business administration qualification.
- Experience of building and leading a growing team
- Track record of managing effective mission focused strategic communication initiatives
- Effective oversight of six figure income generation projects

Our values:

Collaborative

- We co-design work with partners and seek to equip others with expertise and knowledge. We act in service to others and the wider movement.
- We empower each other by working closely together in a supportive manner, sharing ideas and knowledge. We actively seek to work without silos and with flexibility.

People-centred

- We put people at the centre of the climate story, rather than science, technology, finance or policies.
- We treat each other with respect – as equals with concerns, hopes and aspirations.



Credible

- We are evidence-based and research-led. Evidence is our starting point, not an add on.
- We seek to live by our values, including by reducing our carbon footprint. We know this isn't easy but we do our best. Where we struggle, we are open and honest about that.

Integrated

- We act as a bridge between different sectors, disciplines and communities.
- We recognise that public engagement and the work we do is a part of the puzzle, along with the work by other actors in the climate sector.

Focused

- We focus on doing meaningful work that makes a difference to our mission. We seek leverage points in order to create systemic change.
- We recognise the tension between committing to our work and maintaining our wellbeing. We do not sacrifice the wellbeing of staff to this value, because we recognise that happy staff allow an organisation to be dynamic and creative.

Diversity, equity and inclusion

Climate Outreach is committed to providing equal employment opportunity in all of its employment programs and decisions. We recognise that a diverse and inclusive movement is critical to solving climate change and that we must ensure that those directly impacted – particularly those who have been excluded in the past – are at the centre of the movement for change.

We do our best to make staff positions accessible to all potential team members, regardless of race, colour, national origin, ethnicity, age, disability, assigned gender, gender expression or identity, sexual orientation or identity, religion or creed, veteran status, and marital or parental status. We strive to recruit team members from communities most impacted by climate change or impacted by other kinds of environmental, social, and economic injustice. We therefore strongly encourage applications from people of colour, women, LGBTQ people and members of marginalised communities. Climate Outreach Oxford Office is wheelchair accessible.

If you are invited to interview for the position, do let us know if you would like any carer's costs that you incurred due to attending this interview to be reimbursed. Interviews will be carried out remotely due to Covid-19.



Application process

How to apply: To apply please complete our application form and optional diversity, equality and inclusion monitoring form and email to recruitment@climateoutreach.org with the job title as a subject of the email.

Application deadline: Thursday 31st March 2022

Interviews: The interviews will take place on Thursday 7th April 2022. The interview will include an exercise to complete. Interviews will be carried out remotely due to Covid-19.

Start date: The role is envisioned to start on 1st May 2022 or as early as possible.