## Text Description automatically generated

## Director of Public Engagement

**Thank you for your interest in working with Gendered Intelligence (GI)**

We are seeking a strategic thinker, capable of translating vision into action, to take on this newly created position. As part of the role, you will be responsible for formulating, executing, and reporting on the Public Engagement Departmental Workplan. This encompasses:

* influencing public policy and decision-makers
* engaging, and shaping audiences through various media channels
* actively participating in / leading research initiatives

You will possess exceptional organisational skills and a comprehensive understanding of the entire organisation, along with the ability to enhance collaboration across diverse areas of our work.

Whilst the majority of staff are trans[[1]](#footnote-2)-identified, we welcome cis allies at all levels, and have a number of cis people working for us.

This pack contains information to help you decide if you would like this job; and tells you what to do if you decide you want to apply.

**What is in this pack?**

Click on any of the links below to go to the section you are interested in:

1. [Diversity information](#_Diversity_Information)
2. [Recruitment process and timeline](#_Recruitment_Process_&)
3. [Organisational context](#_Organisational_context)
4. [Role overview](#_Role_Overview)
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Separate documents:

1. Application form
2. Diversity Monitoring Form

## Want to learn more before applying?

We hope this recruitment pack will provide all the information you need to decide if you want to apply for this job. But we’re aware that people may have different needs or additional queries, and we want to support all potential applicants.

**Option 1:** You can contact Jay Stewart, Chief Executive Officer ([jay.stewart@genderedintelligence.co.uk](mailto:jay.stewart@genderedintelligence.co.uk)). Please note Jay will line-manage this post and will be on the interview panel.

**Option 2:** Contact [recruitment@genderedintelligence.co.uk](mailto:recruitment@genderedintelligence.co.uk) for anonymous support. As well as responding to any general queries about the process, we are offering a limited number of 15 minute slots to support applicants with their applications. These 1:1 online sessions will take place on **30th January 2024** and will be hosted by the HR Manager, who is not involved directly in this recruitment process.

The sessions will provide the opportunity for potential applicants to ask any questions they have about GI, the process, or how to complete or what to include on the application form, in a confidential space. We hope these sessions will encourage individuals from marginalised and/or under-represented sections of our communities to apply for this position. While open to all, we would specifically encourage individuals who are transfeminine or people of colour to apply for a slot.

Please email [recruitment@genderedintelligence.co.uk](mailto:recruitment@genderedintelligence.co.uk) by **29th January** if you would like to take advantage of this offer.

You are welcome to use both the options above.

# Diversity Information

Gendered Intelligence aims to create a positive working environment for all staff, and is working towards a more diverse workforce who are supported effectively to deliver their roles. We are committed to meaningfully improving our Equity, Diversity and Inclusion (EDI). This work is coordinated by the EDI Participatory Platform, which includes representation from all Departments/Bands, and colleagues with different identities and lived experiences; this work is valued by GI and participation forms part of colleagues' paid hours. Through our annually updated EDI Action Plan we are actively engaged in a programme of organisational development, reviewing policies, practices and working culture in order to improve our environment and enable colleagues to work effectively and supportively together.

We are actively seeking to bring people with different lived experiences, diverse backgrounds, abilities and gender identities into the organisation, to create a workplace that is welcoming for all.

As part of our commitment to increasing diversity, we have included a Diversity monitoring form with this pack, which is not mandatory, but we hope you will complete.

# Recruitment Process & Timeline

Please read the background and overview information about the role, as well as the job description and the person specification carefully.

Please complete the application form (2 part) that comes with this pack. We have provided guidance that we recommend you read before you fill in the form.

* Deadline for submission of applications: 2nd February2024 at 9am
* Interviews are TBC but we will update applicants ASAP.

All job offers are made subject to references.

# Organisational context

## The Organisation

Gendered Intelligence (GI), established in 2008, is a registered charity that works to increase understandings of gender diversity and improve the lives of trans people.

We imagine a world where people are no longer constrained by narrow perceptions and expectations of gender, and where diverse gender expressions are visible and valued.

We are a trans-led and trans-involving grassroots organisation with a wealth of lived experience, community connections of many kinds, and a depth and breadth of trans community knowledge that is second to none.

We believe everyone can be intelligent about gender!

Gendered Intelligence is structured into four departments:

* **Professional and Educational Services (PES)**  
  Work with professionals and organisations to develop trans inclusivity in workplaces and services
* **Youth and Communities Services (YCS)**  
  Services and projects that work with young trans people and trans adults - including non binary, gender diverse and gender questioning people - to support well-being and enable our community to thrive
* **Public Engagement (PEng)**

Work with public policy and decision makers, the media, researchers and academics as well as the general public and major institutions to raise awareness;

* **Central Support Services (CSS)**  
  All internal support functions such as finance, HR, office management and IT

## The Team

Public Engagement is a small department at Gendered Intelligence that oversees our engagement with public policy work; communications and media (including social media); and research. Formerly part of a combined Public Engagement and Central Support Services department, the appointment of the new Director will coincide with the creation of the separate department. Currently the team consists of a Head of Public Engagement who line manages the Communications Co-ordinator, the Policy Officer and our Data Officer.

The Director of Public Engagement role will have strategic and high-level operational oversight of the Public Engagement department.

## To find out more, visit www.genderedintelligence.co.uk

# Role Overview

*This section gives detailed additional information about the role to help you decide if it’s likely to be a role you’ll enjoy and that you will be a good fit for.*

This new Director level role is responsible for fulfilling the strategic plan as it pertains to our Public Engagement work. You will develop, implement and report against the Public Engagement Departmental Workplan namely in the areas of

* effecting public policy and influencing decision makers
* responding to and influencing audiences via media/ social media
* and carrying out and/or participating in research

The role sits on the Senior Leadership Team alongside three other existing Directors in the organisation. You will work closely with the CEO, the Board of Trustees and the SLT to think strategically about the organisation’s development and sustainability. You will be a strategic thinker and planner, with excellent organisational skills, an eye for detail, and the ability to understand what it takes to turn vision into action. You will be required to develop an extensive working knowledge across the whole of the organisation, and to build on synergies between different areas of our work.

Our intermediate outcomes for Public Engagement, contained in our Theory of Change, are:

* Improved awareness and wider understanding of trans lives
* Improved inclusivity - and hence reduction of discrimination - amongst public services and service providers; employers; educators; politicians and policy makers; parents and carers; professionals and students across all environments
* Greater participation across all aspects of life including education, employment, physical activities, communities and civic life.

In order to achieve these long-term goals, our Public Engagement workplan divides into three areas:

1. **Effecting public policy and influencing decision makers**

This includes:

* Influencing policy by responding to consultations and calls for evidence
* Attending networking and partnership building activities
* Partnering with other organisations to carry out strategic litigation work
* Campaigning (including grass roots community campaigning)
* Engaging with MPs and parliamentarians
* Running awareness raising campaigns offering guidance and briefings for trans people and allies to feel confident to reach out to an MP

1. **Responding to and influencing audiences via Media/ social media**

This includes:

* Offering positive representation of trans people as well as wider commentary to the media on matters that relate to trans people in the UK, which will include a range of responses to the media.
* Maintaining a ‘live contacts’ journalists log to build on and pitch to.
* Influencing discussions and attitudes through social media interactions, by **community** building and raising awareness of trans people and our work at Gendered Intelligence

1. **Carrying out and/or participating in research**

This includes:

* Partnership work with academics and researchers
* Using data from previous years’ surveys to build comprehensive pictures of how (or whether) trans people’s lives are changing, and drawing on key strands of the findings to inform policy work.

# Job description

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| --- | --- |
| Contract type | Permanent |
| Hours | Part time 0.8 FTE |
| Salary | £48,474 – 55,637 per annum pro rata.  This role is eligible for London Weighting (where applicable) on a sliding scale across the Band (from £2,575 reducing to £450) on a pro rata basis.  This role sits within GI's salary Band 9 and the expectation is that appointment will be made between Spinal Points 40-42 (£48,474 - £50,512) + LW where applicable |
| Line Manager | CEO |
| Location | London-based: Remote working is possible and supported, but postholder must be able to be present in London (for meetings, events etc) between one and four times per month. |

**Main Duties and Responsibilities**

**Specific Requirements**

**Leadership**

* Work collaboratively with and contribute positively to activities with the Board, Senior Leadership Team, staff, volunteers, clients and other stakeholders in the development and implementation of the Strategic Plan
* Develop and lead a team who collectively can overcome obstacles with resolute, creative and innovative solutions in a challenging environment
* Be accountable for the creation and implementation of the department’s operational workplan as well as longer-term strategic development plans
* Continuously develop and implement thought-leadership around gender diversity and trans experiences
* Have ownership of the organisation’s brand identity and branded assets including the website, social media templates, merchandise and banners, to ensure quality assurance and consistency throughout the organisation.

**Working in partnership, building networks and coalitions and representing GI externally**

* Engage with other LGBT+ sector organisations and key professionals from across the UK to carry out effective partnership work, engage with networks and build coalitions to achieve our organisational and sector wide goals
* Represent Gendered Intelligence at various events, conferences, forums and other networking opportunities and to share and receive knowledge of good practice, strategy and intelligence
* Attend meetings with civil servants, policy makers and officials, including NHS healthcare providers and commissioning bodies, to influence public policy
* Engage with academics and researchers and to identify partnership opportunities to create research that benefits our trans communities
* Present on our public engagement work to key stakeholders as required.

**Management**

* Line manage the Head of Public Engagement
* Nurture a collegiate culture that encourages different approaches and solutions and respects diversity of thinking, experience and background
* Identify areas for potential improvement of team performance
* Supervise and oversee the Continuing Professional Development of the Public Engagement team.

**Finance**

* Have oversight of budgeting and monitoring of income and expenditure of the department
* Work with the fundraising team to ensure the departmental activities are sustainable. This will include
  + developing, writing and costing fundraising proposals (with our fundraiser team)
  + attending interviews for funding bids to trusts and foundations
  + completing reports (including finance reports, with support from our Finance team) for grant funders.

**Compliance and Risk Management**

* Be accountable for compliance as a charity, to adhere to statutory, health & safety, safeguarding and all other relevant legislation affecting your department.
* Be responsible for the development and implementation of policies, procedures and risk reduction measures in the organisation for your department
* Be responsible for succession planning around staffing and other resources, ensuring sustainable growth of the organisation
* Contribute to the maintenance of the organisational risk register and carry out appropriate mitigating actions according to key risks attached to the department.

**Monitoring, evaluation, reporting and learning**

* Be responsible for comprehensive monitoring, evaluation and reporting against the departmental operational workplan; work with the team to create quarterly reports for the Board of Trustees, based on data pulled from Service Areas Monthly Reports and contribute to annual reports
* Draw on information, insight and knowledge in a structured way to identify options, make recommendations and make robust and defendable decisions
* Take a ‘lessons learnt’ approach to any situations where errors are made, or undesired events happen.

**General Requirements**

* Exercise in-depth understanding of the experiences of trans and gender diverse people
* Work collaboratively, supportively and professionally alongside colleagues at all levels of the organisation and external stakeholders
* Take a non-judgmental approach to our community members, clients, audience base and their needs
* Reflect the values of the organisation such as being open to an ethos of collaboration and working together, to recognise the positive aspects of trans lives and to stand up for trans people, especially young trans people
* Participate in health and safety processes (for example risk assessment) when necessary and take responsibility for the health and safety of yourself and others at all times
* Be professional, positive and passionate and to behave in accordance with Gendered Intelligence’s policies and practices, including codes of conduct, confidentiality, Equality, Diversity and Inclusion and to ensure access and equity are considered when planning, delivery and monitoring services.
* Undertake other duties and responsibilities as appropriate, as determined by the CEO, on an occasional basis.

# Person Specification

Please address each point in the person specification in turn, providing examples for each one. We recognise that people have a wide variety of life experiences which can be relevant and transferable. You are welcome to evidence the experience and qualities required using examples outside of paid work.

**ESSENTIAL/STRONGLY DESIRED** (please contact us if you have any questions about the following points and aren’t sure whether you should apply)

**Abilities**

* Be highly organised and self-motivated with an ability to manage your own time, prioritise varied workload, and deliver work to deadlines in a sometimes-pressured timeframe
* Understand operational and delivery issues, identifying obstacles and finding creative solutions
* Understand the implications of working with differences and diverse populations, in a similar setting to Gendered Intelligence
* Ability to interpret and evaluate data, using that to create clear and concise reports for a range of audiences
* Ability to manage budgets and interrogate financial reporting
* Demonstrate a meticulous approach to work and strive for excellence throughout all project phases, from conceptualisation through to execution
* Communicate with tact and sensitivity whist simultaneously influencing and persuading a range of different stakeholders

**Skills**

* Hold excellent people management skills and the ability to inspire, manage, forecast and plan with the Public Engagement team and across the organisation
* Excellent verbal communication and people skills; communicating in an authentic, engaging and compelling way via both spoken and written word
* Excellent Information and Communication Technology skills with competency in Office programmes such as Excel

**Knowledge**

* An in-depth understanding of trans identities, communities and gender diversity, including up-to-date understanding of the language and terminology that is used by trans and other gender diverse people.
* An intersectional understanding of the challenges facing trans people
* Working knowledge of parliamentary processes
* An awareness of current legislation affecting trans people, in particular the Equality Act 2010 and the Gender Recognition Act 2004.
* Working knowledge of the voluntary sector and charity law, and how it pertains to political activity
* An understanding of charity governance including the relationship and respective responsibilities of the board and staff.

**Experience**

Experience in one or more of the following:

* Strategic communication, including media and social media, that aims to positively influence public opinion;
* Influencing decision-making and / or public policy;
* Carrying out research that contributes to achieving organisational goals.

# Additional information

**Annual leave.** You will be entitled to 28 days per annum, plus 8 days Bank Holiday. Our leave year runs from 1st January to 31th December.

**Location.** The GI office is in Bethnal Green. Currently most staff are home-based but coming into the office or other shared working spaces on a regular basis. We are open to discussions about flexible working practices.

**Hours of work.** GI’s working week is 35 hours; our offices are open from 9am – 6pm. Exact working pattern will be negotiated with the successful postholder, but the expectation is that normal office hours will be covered.

**Training and Development.** GI aspires to be a learning organisation that supports its staff to improve their skills and knowledge. This may be through informal means such as mentoring or work shadowing, or more formal training courses. You will be invited to reflect on your own training needs in discussion with your line manager, initially as part of the probation process and then ongoing through the regular supervision and annual appraisal process.

**Salary scale.** GI uses a salary scale and bands which are based on the NJC scale used by a range of employers across the UK. Annual inflationary increases will be based on NJC negotiated increases with effect from April each year. There is no automatic annual increase of spinal point.

**Pension.** GI is part of the NEST pension scheme, by which employees contribute 5% of their salary and employers 3%. You will be automatically enrolled in this scheme once you start work, but may opt out if you choose.

**Support for staff.** At GI we pride ourselves on the support staff get to do their role. All incoming staff are provided with information about the wide range of support available for staff at GI. We understand that the work we do at GI can have a strong emotional and personal element to it. Each staff member receives consistent and concentrated time with line managers, and front line delivery staff also have dedicated planning, preparation and wind down time with peers /teams. We have understanding of the various demands on trans workers and have a certain amount of flexibility to accommodate any disadvantages you may experience in the world due to transphobia. We also support caucuses for staff members who experience multiple forms of marginalisation; these are: transfeminine, disability and race & ethnicity. These are spaces where those affected can benefit from peer solidarity and support, as well as contribute to the EDI Action Plan and support organisational improvements. All of this is in place so that you can do the best job possible and thrive in your life outside of work.

**GI Ethos and Approach.** GI places people at the heart of our organisation.

We continually strive to improve everything we do, including the support we offer to staff and the services we deliver to trans people and to all other types of clients. We think carefully about the ethical aspects of our work, how we practice and who we partner with.

This links to our organisational values: The 3Ps – Positivity, Passion and Professionalism. We expect all staff to engage with these values when approaching their work at GI. We see our 3Ps as equally important for the people we employ and the work that we carry out.

1. NOTE: In this document, we use the term ‘trans’ as a very broad single-word umbrella term to include binary-identified people, non-binary people, gender fluid people, agender people, those with dual-role and similar gender experiences, and anyone else with an experience of gender like or similar to the above. [↑](#footnote-ref-2)