



<b>Job title:</b>	External Relations Officer
<b>Location:</b>	London office
<b>Hours:</b>	35 hours per week (flexibility would be considered for an exceptional candidate)
<b>Contract length:</b>	To May 2020 with the possibility of extension
<b>Salary:</b>	£28,000
<b>Responsible to:</b>	Chief Executive

**About:**

Independent Higher Education is the UK membership organisation and national representative body for independent providers of higher education, professional training and pathways. The work of the association is carried out by a dedicated staff team of 5 with support from a volunteer board and committees.

[www.independenthe.com](http://www.independenthe.com)

**Purpose of the role:**

External Relations Officer is responsible for IHE's communications, marketing, events and commercial partnerships, with coordinating responsibility for the Exporting Education UK and APPG for International Students secretariats.

**Duties and Responsibilities:**

**Communications and marketing**

- Ensure communications drive member, stakeholder and partner engagement by
  - Overseeing the design and delivery of regular communications with members and other stakeholders, including newsletters and online content
  - Analysing and reporting on the reach and impact of IHE's communications
- Coordinate online communications channels including the website and social media presence
- Build relationships with key partners across the HE sector, including in media
- Support the Chief Executive in industry and national media engagement
- Represent the organisation at external events and publicity opportunities
- Support members in their marketing activities, including coordinating and supporting consortia

**Commercial and consultant stakeholder management**

- Manage the provision of commercial member and partner services and packages
- Support the development of relationships with current and prospective commercial members, commercial partners, and consultants
- Manage referral agreements with commercial partners and consultants

## **Events**

- Oversee the delivery of IHE's training programme, balancing meeting members' needs with profitability
- Work with the Membership and Operations Officer to schedule events throughout the year and promote them effectively to maximise engagement and attendance
- Support other senior staff in identifying and recruiting high quality, specialist trainers and consultants in priority areas of expertise
- Manage bookings and relationships where required
- Work with an external event manager to ensure the success of the IHE Annual Conference including
  - Venue liaison
  - Speaker and supplier liaison
  - Securing sponsorship for the event
  - Marketing and oversight of delegate sales and budget

## **Networks**

- Coordinate the running of networks and groups for which IHE provide a secretariat, currently the Exporting Education UK network, and the APPG for International Students:
  - Management of member lists and contact details
  - Managing the dissemination of regular newsletters
  - Oversee online presence
  - Organising meetings
  - Managing membership relations including invoicing

## **General**

- Keep up with current trends and legislative change in the HE sector
- Undertake a share of the administrative and domestic arrangements in the office, and work with colleagues to ensure a safe, secure and efficient working environment.
- Undertake such other duties as may be required from time to time by the Chief Executive.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

## **Person specification:**

### **Essential**

- Excellent communicator with warmth and charisma and the ability to quickly establish rapport, credibility and good working relationships
- The ability to write and deliver messages that are clear, convincing and inspiring
- Excellent organisational skills; ability to plan, multi-task, prioritise and work on own initiative
- Ability to work flexibly in a busy environment, and willingness to support colleagues where required
- Experience in a marketing or account management role

### **Desirable**

- Experience of developing, implementing and monitoring marketing and communications strategies
- A track record of developing effective new partnerships and maintaining a wide network of strong relationships
- An in-depth understanding of the Higher Education sector
- Experience of planning and managing events and committee/network meetings
- Experience of revenue generation and long-term relationship management
- Experience of contract negotiation
- Experience of setting up and/or managing a CRM for use in stakeholder relations