

Associate Director, Strategic Communications, at Eden Stanley

Role summary

Terms	4.5 days per week, permanent
Remuneration	£60-65,000 pa. base salary
Bonus scheme	Eden Stanley's discretionary bonus scheme as provided
Location	Hybrid: Eden Stanley's office in Shoreditch with some home working
Reporting to	Consultant Director

Eden Stanley

Eden Stanley is an insight, strategy and creative agency for the non-profit sector. We help charities and international NGOs win campaigns, raise funds and change minds. Among our clients are some of the world's best-loved, and most effective, non-profit brands.

Current and recent projects include a global audience strategy for **Save the Children International**, communications strategies for the UK's consortium of refugee charities, and audience engagement strategies for clients including **Mind**, **PDSA** and **Parkinson's UK**. Right now, we're exploring volunteer motivations within the UK's largest post-war volunteering initiative, and how to mobilise the public on the housing crisis for **Shelter**.

Our founder and principal consultant Joe Barrell is considered a thought leader. His most recent book, 'Who Cares?', set the template for much of the communications practice in the sector today.

We were established in 2011 and have grown every year in terms of our turnover and the scale and scope of projects we're delivering. We've become the 'go to' agency in our field. Now we plan to grow still further, while always retaining the rigorous and actionable approaches to insight, strategy and creative that make us unique.

You can find out more about us, our clients, and our work at edenstanley.co.uk.

Working with us

You'll be part of

- An expanding, friendly, switched-on team
- Exciting new projects coming through the door regularly
- A rapidly growing business
- Important projects that really make a difference in the world

Role purpose

The role of the Associate Director is to provide first-rate consulting services and ensure successful strategic communications delivery for clients. You'll also contribute to the growth of Eden Stanley through new business development.

Key accountabilities

Consulting

- Deliver first-rate strategic communications consulting across our portfolio of strategy, research and creative projects.
- Work with the Consultant Director and colleagues to shape strategic recommendations for our clients and guide them towards activation.
- Develop confident and clearly articulated content for client project deliverables, including communications and brand strategies.
- Act as lead on a subset of projects, responsible for briefing and collaborating with colleagues and suppliers, including freelancers, to ensure high-quality delivery.
- Manage relationships with clients and ensure smooth delivery of consultancy, including planning and delivery of client workshops and/or working meetings.
- Establish ways of working with insight colleagues, to ensure research activity meets the needs of strategy and vice versa.
- Manage production of project deliverables, working with copywriters, designers, and the planning team.

Leadership

- Provide leadership within Eden Stanley's strategic consultancy, giving clear direction and support to staff and suppliers.
- Represent Eden Stanley with clients.
- Deputise for the Consultant Director as needed.

Business development

- Support and implement plans for organisational growth, ensuring Eden Stanley's service offer remains relevant, visible, and profitable.
- Proactively develop and deliver new business opportunities, both in terms of new clients, new sectors, and new service offers.
- Support cost-effective resourcing of project delivery by identifying, finding and briefing freelancers in project lead and support/specialist roles.

Quality

- Assure the quality of consultancy work undertaken by colleagues and suppliers.

- Continually improve and refresh your personal practice, through critical evaluation of work and, where needed, professional training.
- Help maintain and improve quality standards of Eden Stanley's work across the entire client portfolio.

Person specification

Essential

Experience

- Significant experience in developing communications strategy, as a senior account director, senior consultant or in a senior in-house role
- Experience working in an agency / consultancy environment
- Experience of developing strategies to support charities / non-profits in delivering effective external engagement

Knowledge and skills

- Thorough knowledge of audience-centred communications and marketing approaches
- Able to develop and articulate distinctive and actionable communications strategies that help organisations engage public and professional audiences
- Outstanding written communication skills
- Excellent verbal communication, facilitation and presentation skills
- Strong project management skills
- Strong account / relationship management skills

Personal attributes

- Stickler for quality, able to set and work to high standards
- Can work at pace, through quick decision-making and multi-tasking
- Natural problem solver, able to use initiative and find solutions
- Collaborative working style, and an ability to energise and mobilise colleagues
- Commitment to progressive values and to social justice

Desirable

Experience / skills

- Experience working in the charity sector
- Experience commissioning and/or delivering qualitative and quantitative research
- Experience in applying research insights in the development of strategy
- A degree or post-grad qualification in a relevant discipline, and/or membership of a relevant professional body
- Experience of supporting new business development