



## Job description

**Position: Director of Strategic Development, Marketing and Communication**

[www.street-papers.org](http://www.street-papers.org)

***International Network of Street Papers (INSP)***

### **Organisational overview:**

The International Network of Street Papers (INSP) is a registered charity which unites and supports street papers sold by homeless vendors and people living in poverty worldwide. INSP is an umbrella organisation, which provides services for its street paper members and advises on the setting up of new street papers and support initiatives for marginalised people.

INSP facilitates communication between its 108 members and believes that experience-exchange, research and campaigning are all vital in tackling issues of poverty and homelessness. Representing a combined annual readership of over 100 million, INSP street papers comprise a powerful independent media movement, speaking from the ground up for a more educated, engaged and equitable global society.

The INSP headquarters are based in Glasgow, Scotland. The small, highly-skilled staff works closely with its member street papers in 38 countries to eliminate poverty through enterprising street paper projects.

### **Job summary:**

As part of its strategic growth, a new role has arisen within the organisation for a Director of Strategic Development, Marketing and Communication. You will help to devise, develop and deliver a comprehensive strategic and tactical plan for business development, income generation and awareness-raising for INSP. You will also help to raise the organisation's media profile in Europe by defining and managing a new communication strategy.

To coordinate these activities, INSP is looking for a strong influencer and negotiator, who is self-motivated and has a proven track record of business development, marketing and communication. You should be capable of radical thinking, developing new and innovative strategies for communicating INSP's ethos, all the time working in a diplomatic and practical manner to ensure that change is delivered in a sustainable way.

The Director of Strategic Development, Marketing and Communication would ideally have a degree in a business or marketing-related field, providing the relevant business, communication, strategic-thinking

and entrepreneurial skills required for the post as well as sufficient background or understanding of issues relating to media, global poverty and urban homelessness relevant to the street-paper niche. Your employment history (at least 5 years) must include a successful portfolio of income-generating projects within the business-development field, and a demonstrated ability to work well in an inter-cultural environment.

The Director of Strategic Development, Marketing and Communication will report directly to the Executive Director of INSP at the INSP head office in Scotland, as well as five non-executive directors, who represent the worldwide membership of the INSP. The director will work independently, with support from a small team of INSP staff and volunteers based in Scotland.

**Job location:** The position will be based in the INSP head office in Glasgow, Scotland.

**Contractual conditions:** Full time, 35 hours per week.

## **Essential Job Functions:**

### **1. Business Development**

- (a) Develop and deliver the strategy for INSP's new business development, marketing and communication, appropriate to need and responsive to opportunity, in close collaboration with the Executive Director and board of directors.
- (b) Be responsible for communicating this strategy to all INSP staff and board members.
- (c) Align the strategy with that of the organisation and other programmes, seeking to maximise effectiveness through collaboration.
- (d) Build the turnover of organisation from £300,000 to £1 million in 3-5 years.
- (e) Develop an existing plan for an international street-paper advertising project, using the unity of the street paper network to generate significant income and raise the profile of the organisation.
- (f) Review and develop all other advertising-related opportunities for INSP and work with the Executive Director to include these into the fundraising plan.
- (g) Research into relationships that should be developed and manage effective partnerships with both existing and new key corporate partners, NGOs, government, media and funders.
- (h) Innovate and offer new ideas and approaches for developing INSP, building relationships with other prospective business partners and with other networks and members where appropriate.
- (i) Stay appropriately networked and keep abreast of trends, news, events and deadlines, so that all possible, new or enhanced opportunities are exploited.
- (j) Ensure work is conducted within the context of the overall governance and management of INSP, INSP's fundraising strategy and INSP's annual plan and long-term strategy.

## 2. Project Management and Teambuilding

- (a) Lead on the implementation of the marketing and communication aspect of a three-year European Union (EU) funded media project, disseminating INSP editorial material more widely across Europe, particularly in Poland, Hungary and Czech Republic.
- (b) Maintain overall responsibility and accountability for ensuring the EU project outcomes are achieved and reported, ensuring that the marketing strategy is line with project requirements.
- (c) Ensure that the project is managed cost effectively and to a high quality, meeting the needs of the target group and the strategic focus of the INSP.
- (d) Motivate and support all participating project street papers, creating an environment in which participants are clear about their individual roles and responsibilities, feel supported, are accountable to the project and are set achievable and challenging objectives that are appraised regularly .
- (e) Oversee and where appropriate, develop a small team of staff and interns in your area of responsibility.

## 3. Partner Liaison, Fundraising and Communication

- (a) Initiate and manage existing and potential strategic corporate and media relationships, together with the Executive Director.
- (b) Work effectively across the organisation to identify current funding requirements for core activities and specific projects from foundations, trusts and government. Take responsibility for contributing to an annual fundraising target of £300,000-£500,000 per annum.
- (c) Develop innovative approaches and sponsorship (and other) income packages.
- (d) Play an active role in implementing a European Union media project, engaging new distributors of INSP information, particularly in Poland, Hungary and Czech Republic.
- (e) Engage with mainstream media, academic institutions, government companies and individuals to develop potential advertising and / or subscription opportunities for INSP's 'Street News Service' project ([www.streetnewsservice.org](http://www.streetnewsservice.org)).
- (f) Review INSP's current communication tools and re-work the communication strategy in line with key business plan principles.
- (g) Review existing individual giving systems and concepts and develop appropriate plans and strategies with support from the Executive Director.
- (h) Develop an existing international Patron scheme, engaging mayors and other well known individuals to support the organisation.
- (i) Carry out presentations and pitches to clients at meetings and dedicated events

## 4. General

- (a) Play an active role in the planning, budgeting, monitoring and reporting of INSP's work.
- (b) Ensure all activity is recorded accurately on INSP databases and evaluated accordingly
- (c) Ensure all budgeting and follow up of project costs and negotiation of contracts is completed.
- (d) Such other duties as may reasonably be required from time to time.

## **Preference will be given to persons with:**

### **Qualifications**

- Relevant degree in business and / or marketing-related subject
- Masters degree (preferred)

### **Experience**

- At least 5 years experience working in a business development role in a corporate environment or an international NGO, social enterprise or government department.
- At least 3 years' corporate marketing and branding experience.
- At least 3 years' experience developing, writing and delivering external communication programmes (preferably in an international context).
- 3 years experience in developing high-quality written content for different communication channels including emails, adverts, presentations, etc.
- 3 years experience of developing and implementing partnership development activities.
- Extensive use of project management approaches including setting project plans, budgets and schedules.
- Experience in fundraising would be preferable.

### **Knowledge and Skills**

- First class communication skills able to operate professionally and effectively at all levels.
- Excellent rapport building, networking and relationship management experience.
- Ability to facilitate, maintain and manage good working relationships between staff, volunteers, partners, and donors.
- Entrepreneurial drive, passion and ability to help shape the organisation's marketing and communication department.
- Ability to develop fresh approaches and innovate as appropriate.
- Ability to provide strategic leadership and management, ensuring that the vision is not lost in the daily operations of the organisation.
- Set clear priorities between competing demands for resources and manage own tasks and priorities effectively and with minimal supervision.
- Ability to review and analyse budgets and financial reports to see implications in the implementation and management of the projects.
- An understanding of the issues involved in developing effective international partnerships, and a good understanding of the challenges facing street papers in the UK and abroad.
- Flexibility to undertake national and international travel if required.
- Excellent word-processing and database management skills.
- Clear understanding and knowledge of the development issues in participating African countries particularly those that have implications on people living in poverty.
- Ability to work well in an inter-cultural environment.
- An understanding or experience of the fields of international development, homelessness, social enterprise and independent media.

## **TERMS OF EMPLOYMENT**

This post is based at the INSP headquarters in Glasgow, Scotland.

This is a full-time post for 32 months, partly funded by a European Union project. There is a possibility for extension if sufficient funding found. The employment terms comply with the legal requirements of the Government of Scotland. The INSP Executive Director and Board of Directors have full responsibility for hiring, evaluating and terminating the contract, but shall do so in the spirit of its mandate to promote democratic practice. The contract is contingent upon the continued financial viability of INSP as a Charity based in Scotland.

- The Director of Strategic Development, Marketing and Communication contract is for an initial period of 32 months. The post is subject to performance, project and organisational viability.
- The post will be based in the INSP office in Glasgow, Scotland.
- There is a probationary period of six months from the date of commencement. The notice period for termination of employment thereafter is one month for either side. Performance will be evaluated bi-annually upon an appraisal system.
- Starting remuneration for the Director of Strategic Development, Marketing and Communication will be £29,000 per annum, or more depending upon experience.
- During the period of employment, the Director of Strategic Development, Marketing and Communication is entitled to 22 days paid holiday per annum + 9 Scottish public holidays.
- The normal office hours of work are 9am-5pm, 5 days per week. However, this post will require time out of the office including possible national and international travel. Some evening and weekend working will be required. The manager is entitled to time off in lieu, provided that not more than ten days may be accumulated at any one time.
- There may be the need for some national and international travel.

## **APPLICATION DETAILS**

In order to apply for the position of Director of Strategic Development, Marketing and Communication, please send the following documents by email to the contact below. Interviews will be held in Glasgow, Scotland.

1. Cover letter, outlining your suitability for the post and reason for applying as well as full contact information.
2. Full CV, including details of two independent references (including name, designation, address, email and telephone number. Please mark if it is appropriate to contact the referees at this time).
3. An example of your previous marketing or communication work.

**Closing Date:** Thursday 18<sup>th</sup> March, 5pm (UK)

**Interviews:** First interviews: 30<sup>th</sup>-31<sup>st</sup> March. Second interviews: 2<sup>nd</sup> April.

**Position Type:** Full- time, starting Monday 3<sup>rd</sup> May 2010

**Applications to:** [I.maclean@street-papers.org](mailto:I.maclean@street-papers.org)