



Head of Global Stakeholder Engagement

Role Description

Head of Global Stakeholder Engagement

Post Holder

Business Division	IWCF Operations Limited
Location	Montrose / Home based
Line Manager	CEO
Line Management Responsibility for	Media and Membership, business development
Authority	tbc
Role Summary	Responsible for all Stakeholder engagement activities including, PR, Communications, Business Development and marketing activities in all regions to increase candidate numbers, promote new courses and improve IWCF brand recognition
Points / Level	

Main Duties and Responsibilities	
•	Actively promote IWCF ethical and integrity standards
•	Work with the Board and CEO to develop a global stakeholder engagement strategy aligned with IWCF's strategic priorities
•	Lead the implementation of Board membership related projects and initiatives
•	Undertake stakeholder mapping to understand existing customer requirements
•	Undertake market research to develop strategies to increase global membership and respond to all membership enquires
•	Develop a PR and communications strategy and implementation plan to improve IWCF brand recognition and presence within existing and new markets
•	Lead a formal programme of external stakeholder engagement including publications, industry forums and conferences
•	Represent IWCF at conferences and industry forums, promoting IWCF by building key contacts through networking or presentations at key events
•	Develop and implement stakeholder engagement, business development, PR, communications and marketing and membership policies and procedures
•	Identify, build and manage a high quality network of people, to ensure IWCF is positively perceived and positioned
•	Monitor the external landscape proactively identifying and managing potential issues which may impact on IWCF's priorities and plans
•	Lead the development of IWCF's existing social media channels and online presence including website
•	In collaboration with Regional Account Managers build long-term relationships with new and existing customers
•	Develop IWCF's membership communications including annual conference
•	Work with the CEO, Head of Departments and Business Development Manager to develop the Business Development Growth strategy for new and existing products focused on improving market share and customer satisfaction
•	Support the CEO with the development of pricing strategies



<ul style="list-style-type: none"> • Research and prepare reports, presentations and speeches as required ensuring complex issues are summarised clearly and succinctly
<ul style="list-style-type: none"> • Undertake analysis and develop a suite of reports on the effectiveness of stakeholder engagement, business development and marketing activities
<ul style="list-style-type: none"> • Manage the Media and Membership and Business development teams, ensuring all tasks are delivered to the required standards
<ul style="list-style-type: none"> • Work with other IWCF departments as required
<p><i>This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description.</i></p>

Person Specification		
Attributes	Essential Requirements	Desirable Requirements
Knowledge	<ul style="list-style-type: none"> • Relevant Undergraduate degree, e.g. Business Management, Marketing or Communications • Experience in a leadership position • Proven stakeholder engagement knowledge including stakeholder mapping and market research • Proven Strategic PR, communications and Marketing experience 	<ul style="list-style-type: none"> • Masters qualification in Business or PR / Communications Management • Project management qualifications e.g. six sigma, prince or agile • Membership of Chartered Marketing Institute or similar • Proven Sales and Business Development experience
Behaviours	<ul style="list-style-type: none"> • Proven exceptional relationship building and interpersonal skills • Proven ability to influence others • Proven ability to facilitate change • Self starter with a proven track record of being proactive and taking initiative 	<ul style="list-style-type: none"> • Ability to understand other work disciplines
Experience	<ul style="list-style-type: none"> • Proven experience leading and motivating a multi-discipline team • Proven experience in senior stakeholder engagement roles such as PR, marketing and communications • Proven experience of developing and implementing policies and procedures • Experience of advising Boards and senior stakeholders 	<ul style="list-style-type: none"> • Experience within an industry training and assessment organisation • Experience within a technical industry or Oil and gas • Experience of remote team management • Experience within a membership organisation • Proven experience of marketing and social media channels



Skills/Personal Requirements	<ul style="list-style-type: none"> • Exceptional verbal and written communication skills • Ability to influence in writing and face to face • Proven team leader able to motivate and coach others • Proven ability to develop effective working relationships across various cultures 	<ul style="list-style-type: none"> • Ability to analyse data and produce reports • Attention to detail • Additional language skills an advantage • Ability to deliver specialist training
Special Circumstances	<ul style="list-style-type: none"> • Willingness to travel 	<ul style="list-style-type: none"> • Ability to be self-motivated and work effectively remotely

Employee's Signature		Date	
Line Manager's Signature		Date	