



Welcome to the Field Studies Council (FSC)

Director of Communications at FSC Head Office, Shrewsbury

Thank you for your interest in the key appointment of Director of Communications with Field Studies Council (FSC). This vacancy has arisen from reorganisation of the Charity's senior management team structure to enable the Charity to more effectively deliver its Vision for 2025. The FSC is the UK's leading charity provider of outdoor environmental education for schools, colleges and universities. Each year more than 140,000 people benefit from our work, mainly through attending courses at our UK wide network of 23 Centres. Our award winning publications are widely acclaimed.

Included in this pack is the key information relating to our **Director of Communications** vacancy:

- Job Description and Person Specification
- Summary of the main terms and conditions for the post
- FSC's Draft Vision for 2025
- Information about FSC (please also visit www.field-studies-council.org)

How to apply:

To apply for this position please download and complete in full the [MANAGEMENT application form](#). You must ensure that your application includes examples of how you have demonstrated skills, knowledge and experience in meeting the requirements of the post detailed in both the job description and person specification. Please include a short covering letter explaining why you are applying for the position.

For all recruitment information and relevant application form please go to our vacancies web page at:

www.field-studies-council.org/vacancies

Send your completed application form and covering letter to: recruitment@field-studies-council.org **OR**

By post for the attention of Robert Lucas, Chief Executive, Field Studies Council, Head Office, Preston Montford, Shrewsbury, Shropshire, SY4 1HW, **marked private and confidential**.

The closing date for receipt of your completed application is 12 noon on Monday 21st August 2017

You will be notified by 25th August 2017 to confirm whether you have been selected for interview.

Interviews are scheduled to take place at FSC Head Office on Friday 8th and Saturday 9th September 2017. Shortlisted candidates will be required to attend on both days.

For an informal discussion regarding this vacancy please contact me on 01743 852100. FSC looks forward to receiving your application in due course.

A handwritten signature in black ink, appearing to read 'Rob Lucas', is written in a cursive style.

Robert Lucas
Chief Executive

JOB DESCRIPTION

Job Title:	Director of Communications
FSC Grade:	Director
Based at:	FSC Head Office, Shrewsbury
Reports to:	Chief Executive

The Director of Communications will report directly to the Chief Executive and be part of the Charity's Management Board comprising the Chief Executive and the Directors of Education, Finance, Operations and Communications.

The Management Board is responsible for agreeing the strategic direction of the Charity with its Trustees, and is responsible for its implementation together with the Operational Management Team and Heads of Centres which collectively form the wider Senior Management Group (SMG). The Director of Communications will line manage the Charity's communications, charitable funding, marketing and digital teams – currently 14 staff in total based at FSC's Head Office. In addition, the Director of Communications will line manage a small number of Heads of Centre.

Overall Job Purpose:

Following the growth and expansion of FSC over the last decade, this new Director of Communications role will enable the Charity to build on its successes in the secondary and tertiary education sectors and expand its reach and influence into wider audience/business areas. The FSC is the UK's leading charity provider of outdoor environmental education for schools, colleges and universities. Each year more than 140,000 people benefit from our work, mainly through attending courses at our UK wide network of 23 Centres. Our award winning publications are widely acclaimed.

The Trustees are committed to further developing the Charity in line with the evidence that time spent active in the environment is beneficial for the individual's health and well-being, and that developing an understanding of the environment and a habit of continued first-hand learning will sustain those benefits throughout life. These benefits are in addition to those already established regarding improved attainment through undertaking fieldwork. The purpose of this role is to lead the Charity in the communication of these benefits to new learner audiences as FSC delivers its Vision for 2025.

Overarching purposes of the role are:

- Ensuring that the Charity's Vision and values are communicated imaginatively and to maximum effect.
- Developing and implementing an effective internal and stakeholder communication plan.
- Ensuring that the Charity's brand is maintained and strengthened by its work with new learner audiences.
- Increasing brand awareness and identity of FSC and converting this into increased income generation.
- Maintaining and developing partnerships which facilitate effective delivery of FSC's Vision.
- Providing effective leadership and management of the Charity's communications, charitable funding, marketing and digital teams.
- Ensuring that all areas within the directorate perform within agreed budgets and targets.
- Contributing effectively to the wider running of the Charity including being a key part of FSC's incident response and on call teams.

General

- Complying with all relevant legislation / FSC Operating Codes of Practice (OCOPs) / FSC Health and Safety Handbook and FSC procedures
- Delivering a high standard of customer service and customer care
- Ensuring the highest standards of quality are achieved in all duties carried out

- Working closely with other staff to ensure that appropriate levels of service are maintained during absences and periods of high workload
- Maintaining professional standards at all times
- Due to the remote nature of some FSC Centres they cannot always be accessed by public transport and it would therefore be an advantage if the post holder were able to drive. To drive FSC vehicles you will need to have a full valid driving licence, to have been driving for at least two years, and undertake an internal assessment on commencement in the role.
- Fulfilling your obligations under FSC's Behaviour Partnership to ensure a happy, productive working environment
- Attending staff meetings as well as FSC internal and external training as required, in order to share best practice and improve team, Head Office and organisational performance, and participating fully in staff development activities (sometimes this may involve travel to other learning locations with the occasional overnight stay)
- Undertaking any other such reasonable duties or assignments within the scope of the post as may reasonably be requested by the Chief Executive.

Key Expectations:

The expectations of every employee that we regard as essential include:

- A positive and passionate work attitude
- A desire to show pride in all aspects of their work
- A flexible approach with a willingness to adapt to changes
- An ability to work using your own initiative both independently and as a competent, effective team member
- An ability to work under pressure and prioritise work to meet tight deadlines
- Always treating others with courtesy, dignity and respect
- A commitment and contribution to improving FSC's environmental performance
- A committed and proactive approach to personal development; motivated to learn new skills and overcome new challenges

This job description should be seen as enabling rather than restrictive, and will be subject to regular review.

Date of issue: July 2017

PERSON SPECIFICATION

Post Title: DIRECTOR OF COMMUNICATIONS	Location: FSC HEAD OFFICE
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ESSENTIAL/DESIRABLE FACTORS FOR THE POST	E	D	How is this identified?
1. QUALIFICATIONS & EXPERIENCE			
Degree or equivalent	✓		Application
Higher Level Management Qualification		✓	Application
Membership of a relevant professional body, e.g. Chartered Institute of Marketing (CIM)		✓	Application
Significant management experience (5+ years), operating at a senior strategic level in a communications focussed environment	✓		Application/Interview
Proven track record of increasing brand awareness and identity and converting that into increased income generation	✓		Application/Interview
Experience of planning and coordinating the implementation of communication plans and the penetration of new markets	✓		Application/Interview
Demonstration of success through effective senior management and influencing of partnerships and networks	✓		Application/Interview
Full valid driving licence		✓	Application
2. KNOWLEDGE			
Strong communications and ICT fluency	✓		Application /Interview
3. SKILLS			
Excellent negotiation skills, proven track record of successfully pitching for and winning new business	✓		Application/Interview
Proven leadership and influencing skills	✓		Application /Interview
Imagination and creativity combined with a proven ability to turn theory into practice	✓		Application/Interview
Excellent interpersonal skills, building relationships and rapport with people at all levels	✓		Interview
Empathy with culture and values of the Charity	✓		Application/Interview
Flexibility in approach toward workload with regard to its nature and hours of work	✓		Application/Interview
Willing and able to travel across the United Kingdom to fulfil the needs of this role	✓		Application/Interview

SUMMARY OF MAIN TERMS AND CONDITIONS

Contract Term:

This is a permanent post.

Remuneration:

FSC Grade: Director

FSC Salary Grade: Scale Points 38 - 42, currently £64,420 - £76,822 per annum

Placement on the salary range will be dependent on skills and experience.

The salary is paid monthly in arrears by BACS transfer. The salary scale is reviewed annually.

Hours of work:

This is a full-time post based on 40 hours per week, however its nature is such that the post-holder will be expected to work such hours as are reasonably necessary in order to fulfil the duties in a professional manner. This will include some evening and weekend work and there will also be the requirement to attend meetings at FSC Centres and other locations as required.

Annual & Bank Holidays:

The holiday year runs from 1 January to 31 December each year. You will accrue an entitlement to paid annual holidays equivalent to 5.6 working weeks during a complete holiday year. This entitlement includes the Public/Bank holidays or substitute days (as defined in FSC's Employee Handbook) when they fall on a contractual or scheduled day of work. For anyone who joins part way through the year they will receive a pro-rata entitlement of the 28 days.

In addition to the above, we recognise and reward staff loyalty by awarding additional paid leave days, based on length of service, up to a maximum cumulative total of 5 additional days paid leave.

Pension:

The post holder will be eligible to join one of FSC's Pension Schemes.

Sickness:

During periods of certified sickness, the post-holder will be eligible to receive sick pay in accordance with FSC's sickness absence procedures. The payment of sick pay is subject to compliance with FSC's rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

Additional Employee Benefits:

These include an Employee Assistance Programme, Life Assurance* and Health Cash Plan with Westfield Health* (*exclusions apply). Further details are given on appointment, as applicable, or are available by contacting Human Resources at FSC Head Office on 01743 852134.

Probationary Period:

This post has a twelve month probationary period, during which your suitability for the post will be assessed.

Post Classification / Criminal Records Check Requirements:

This post has been classified as Category A (as defined in the FSC Code of Conduct) which means it is **exempt** from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013). Applicants will therefore be required to disclose any convictions, cautions, reprimands or final warnings which are NOT protected as defined under the Act, and the successful candidate will also be required to undertake an Enhanced plus Children's barred list check with the Disclosure & Barring Service (DBS).

FSC VISION

FSC's Vision for 2025



Inspiring Environmental Understanding through first-hand experience



Work with the widest range of learners

We Will:

- Extend the range of opportunities for all to experience and benefit from inspiring first-hand environmental understanding
- Develop an integrated network of contrasting learning locations with access for all
- Inspire, encourage and support first-hand environmental understanding through the provision of high quality educational resources

Provide learning of the highest quality

We Will:

- Exceed learner expectations in the quality of service provided, supported by external accreditation
- Build on our successes to influence others to overcome barriers to first-hand experience
- Become the partner of choice for others looking to inspire environmental understanding through first-hand experience

Ensure the Charity's activities are sustainable

We Will:

- Develop our staff's confidence and competence to promote FSC's core beliefs and commitment
- Improve our environmental performance and respond positively to environmental change
- Become an increasingly successful charity which is more able to invest in its future

As a charity FSC believes the more we know about and take inspiration from the world around us, the more we can appreciate its needs and protect its diversity for future generations. We are committed to: first-hand experiences; opportunities for everyone; sustainability; and a caring attitude.

FIELD STUDIES COUNCIL: BACKGROUND INFORMATION

Field Studies Council (FSC) is an environmental education charity providing informative and enjoyable opportunities for people of all ages and abilities to discover, explore, and understand the environment.

Our Mission is to bring environmental understanding to all.

Our Vision is inspiring environmental understanding through first-hand experience

What we believe -

FSC believes that the more we understand about and take inspiration from the world around us the more we can appreciate its needs and protect its diversity and beauty for future generations.

In all we do, we are committed to:

- **Delivering first hand experiences.** FSC uses the environment to inspire. Taking in its sights, sounds and smells has the ability to motivate, deepen knowledge and broaden horizons.
- **Providing opportunities for everyone.** FSC strives to provide opportunities for everyone regardless of age, ability or background.
- **Sustainability for the future.** A commitment to the environment is at the heart of everything FSC does: how we run the charity, what people learn on our courses and through our publications.
- **A caring attitude.** From the way we treat our customers, our staff, the environments we work in and the feel of our locations, FSC demonstrates a personal approach with great care taken in everything we do.

What we do -

For more than 70 years FSC has touched the hearts and minds of people of all ages through courses at our network of learning locations, work overseas and the production of resources. Each year over 140,000 people experience FSC many through a visit to one of our learning locations

- Learning outside the classroom experiences with their school, college or university
- Professional training courses for environmentalists and teachers
- Natural history courses
- Identification guides and free resources
- Funded projects both in the UK and abroad
- Art courses
- Family holidays
- Campaigns for the right to outdoor learning and fieldwork

Some of the FSC's proudest moments have arrived when trying to reach those who would not be able to have an FSC experience without some help. In 2014, thanks to FSC members and donations from individuals and Trust Funds, we were able to provide support for over 1000 young people who otherwise would not have been able to take part.

Despite all that we have achieved so far, we hope to provide even more opportunities for people of all ages and abilities to discover, explore and understand the natural world. However, as an Investors in People charity, we realise we can't achieve this without staff that have a real passion for the work of the charity and a pride in their role within it. Every role in the charity is vital to delivering its mission and vision – if this inspires you and you meet the requirements of the post we would love to hear from you.

For more information please also visit www.field-studies-council.org

FSC Head Office

FSC Head Office is based in a rural location 4 miles west of Shrewsbury, close to FSC's Preston Montford Field Centre, near Montford Bridge. FSC Head Office provides a number of central functions to support the work of the charity and to support our Centres: these include marketing, finance, human resources and digital services. The Chief Executive and Directors are based at Head Office and provide the strategic and organisational direction for this successful charity. There are currently approximately 40 staff based at FSC Head Office.

For more information please also visit www.field-studies-council.org