

# RECRUITMENT PACK

## HEAD OF COMMUNICATIONS AND POLICY

**EOA**  
MAY 2022

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# 1. WELCOME FROM JAMES DE LE VINGNE

Thank you for your interest in the role of Head of Communications and Policy. This is an exciting position in our dynamic and growing organisation, that builds on our longstanding work to unlock the potential of people, business and the economy through employee ownership.

The EOA is the 'go to' place to develop good employee ownership. A 550+ corporate membership association, we support businesses of all sizes and from all sectors to become employee owned and then to develop and thrive as employee-owned organisations.

For founders or owners exploring employee ownership, or leaders and managers developing their employee-owned businesses, the EOA facilitates connections and conversations with a diverse community of members from employee-owned businesses and with professional advisers to learn, share best practice and champion good news stories.

Together with our members, the EOA is embarking on an ambitious new strategy that looks to seize the political, cultural, and digital opportunities in front of us to sustain the continued growth of the EO community. This growth will deliver greater corporate diversity and economic resilience across the UK, positioning EO businesses as a mainstream solution to our economic recovery and long-term future.

And this is where you come in. The Head of Communications and Policy will be a key part of our Senior Leadership Team, responsible for providing expertise on reaching and influencing all our stakeholders and develop relationships with a range of stakeholders, from EO businesses, partners, business networks, public sector bodies and the wider economy and public.

I wish you the very best of luck with your application.



**James de le Vingne,**  
Chief Executive of the EOA

## 2. ROLE SUMMARY

**CONTRACT** Fixed, adoption cover 9 months, ideally start August

**HOURS** 37.5 hours per week, will consider flexible working

**LOCATION** Flexible, with regular travel to EOA offices in East Yorkshire

**SALARY** £44,200 + 7% pension and 30 days leave (+ Bank Holidays)

**REPORTS TO** Chief Executive

**LINE MANAGEMENT** 3 Direct reports

**APPLICATION DEADLINE** June 19th 2022, interviews expected w/c 27th June

## 3. EMPLOYEE OWNERSHIP

Evidence shows that employee ownership as a succession or growth plan, through offering employees a meaningful stake and a say, engages and empowers them to drive performance, while rooting sustainable, good jobs in regional economies.

Employee-owned businesses benefit from unlocking the potential of individuals and uniting them behind a common purpose, sharing both responsibility and reward. This in turn unlocks the potential of the business to be more innovative, more resilient, and increase productivity and performance.

The employee-owned business sector has seen unprecedented growth over the past three years, with more than 250 new employee-owned businesses in the UK in the 18 months from 2020 to June 2021. These businesses exist across a range of sectors including, manufacturing, construction, wholesale and retail, information and communications, health and social care, among others. The recent 30 per cent growth in the sector has been seen as a perfect storm of increased awareness, a sharper focus on succession brought about by the pandemic and - through the ESG agenda - greater focus on how people are impacted by business. In a recent survey, over 70 per cent of EO businesses saw EO as a socially responsible business model.

The sector is growing because it offers a succession solution that sustains the values, culture and ethos of the business, as well as employment for future generations. It makes businesses independent and able to make decisions and invest over the longer term, making them more resilient to shocks and challenges. It is also credited with supporting with recruitment and retention, making it well suited to the challenges of 21st century management. It currently contributes more than £30 billion to GDP, adding to the diversity of Britain's economy through offering a vibrant and different model for achieving business success. Last year, approximately 40,000 jobs were sustained or created by EOT businesses and 60 per cent of employee-owned businesses paid a dividend to their employee owners, despite 78 per cent of the sector feeling detrimental effects of the pandemic.

## 4. WHO WE ARE - THE EOA

As the 'go to' place for employee ownership in the UK, the purpose of the Employee Ownership Association is to unlock the potential of people, business and the economy through employee ownership. We are a responsible, inclusive and growing membership organisation with an insatiable appetite to:

- **Realise the potential of employee ownership.**
- **Deliver unrivalled value for our members and their employee owners.**
- **Champion the benefits of employee ownership.**
- **Grow the size of the sector.**

Most businesses that are moving into employee ownership or want to maximise the success of their employee-owned business are members of the Employee Ownership Association.

Now in our 43rd year, the EOA is a not for profit and politically independent organisation that works in close partnership and builds strategic relationships with its members to champion, promote and provide insight into the business case for employee ownership. Members benefit from unique learning, networking and trading opportunities across the network of diverse companies of all sizes and sectors.

- We support our members to explore, transition to, and develop as employee-owned businesses.
- We connect our members with learning and with each other to share best practice and support them to celebrate and champion their EO success stories.
- We represent the sector and campaign for the right policies and environment to grow and sustain employee-owned businesses.

## 5. WHO WE ARE - OUR PEOPLE AND CULTURE

Modest in size but with big relationships, we are a team of ten staff based at a new HQ. Our stakeholders include the Board, President, Trustee Members, Membership Council, Specialist Advisors, and all of the member businesses as well as various member groups, prospective new members and the wider business community in general. The annual turnover of the Employee Ownership Association is £0.75 million.

In pursuit of our purpose to unlock the potential of people, businesses and the economy through employee ownership we are:



### BOLD

We are growth-minded and challenge conventional thinking to drive better business.



### INSPIRING

We evoke passion for and influence interest in Good EO.



### COLLABORATIVE

We nurture relationships and develop networks to achieve mutual goals.



### CARING

We make business personal and empower others to succeed.

## 6. ROLE DETAILS

As our Head of Communications and Policy, and with support from colleagues across the business, you will be responsible for growing the EOA's reputation as the go to place to develop good employee ownership.

The Head of Communications and Policy has accountability for the delivery of the EOA's communications and policy strategy to develop greater awareness and adoption of employee ownership and a higher profile for the work of the EOA. This exciting role requires an experienced individual with excellent media and client relationship management skills, highly effective creative writing ability and demonstrable experience of successfully using social media to create awareness and develop engagement.

The role will play a key part in the EOA's digital transformation as we look to utilise all available channels to meet the demands of our growth strategy.

## 7. KEY ACTIVITIES

- Planning and delivery of EOA corporate and member communications including developing communications narrative for sector-wide engagement.
- Developing corporate communications strategy.
- Planning, managing and delivering campaigns, including content development and channel management - to encourage members to engage with the EOA proposition and to champion the sector.
- Manage EOA website content and structure to ensure effective SEO.
- Manage media relations/public affairs – in-house PR function proactively liaising with journalists, planning news stories with members and reacting and responding to enquiries.
- Influencing external stakeholders – partner organisations, media, Government through corporate communication and relationship building.
- Gather member voice and insight to represent the sector with government/policy makers and develop research that measures the impacts of the sector.
- Building member case studies.
- Develop and maintain partnerships to deliver sector insight and research including with Ownership at Work and universities as well as review data for use within EOA.
- Manage the communications and policy team delivering digital and external comms activities for member community and external stakeholders e.g. FSB, IOD, ICAEW.
- Lead partnership project delivery with Cooperatives UK to work together regionally to develop the market opportunity and attract new employee-owned businesses/ members.
- Representing the EOA with partners (CBI and others), at meetings, speaking at events and interview with the media.

## 8. ABOUT YOU

### KNOWLEDGE AND EXPERIENCE

- Several years previous external communications experience at a senior level.
- Highly developed external relationship development/management skills, especially with the media and clients/members.
- Demonstrable experience of creative writing across press releases, articles, blogs etc.
- Demonstrable experience of managing communications campaigns.
- In depth understanding of all media channels and how to use them and engage with them.
- Senior level engagement with public sector bodies – government departments and public policy.
- Deep understanding how public policy can impact business .
- Understanding of business support networks (government funded bodies and institutes) to be able to understand the market opportunities.
- Understand market and any potential competition, which may include other membership organisations e.g. FSB, Chambers etc.

## PERSONAL ATTRIBUTES

- The ability to be an authentic, passionate and inspirational champion for employee ownership and a better and fairer way of doing business.
- Growth-minded – able to lead, manage, motivate and develop a high performing team. Strong time management and organisational abilities.
- Innovative, creative and proactive with an analytical and solution-orientated approach.
- A genuine, honest, straight-forward, open and confident leader, as well as a strategic thinker with good clarity of vision and the ability to prioritise and maintain focus.
- Self-aware with emotional intelligence, creativity, drive, resilience and integrity. Active listener who is good at giving and receiving feedback.
- Attention to the current and the strategic.
- A customer-orientated, approachable disposition and a positive attitude.

## 9. HOW TO APPLY

The EOA commits to recruiting to from a diverse range of backgrounds and welcome applications from under-represented groups. We recruit on both skills and fit with the values of the EOA as a purpose-driven organisation.

**FOR A DISCUSSION ABOUT THE ROLE CALL HEAD OF COMMUNICATIONS AND POLICY SPEAK TO KEELY LEAD ON 07432 288 107.**

**ALL CVs/ APPLICATIONS WILL BE MANAGED VIA FRANKIE PARKER AT ELEVATION RECRUITMENT GROUP FOR MORE INFORMATION PLEASE GET IN TOUCH ON 01709723248 OR FRANKIEP@ELEVATIONRECRUITMENT.COM**