



## Head of External Relations

LOCATION: **remote** (able to work UK hours)

TERM: **8 month full-time fixed term contract** (with a view to extension)

SALARY: **£50,000-60,000 per year** (pro-rata)

DEADLINE FOR APPLICATIONS: **27 June 2021**

---

We're seeking an experienced Head of External Relations who can help us both shape and bring to life Larger Us's ambitious vision of a society in which we identify with a larger us rather than a them-and-us, by working at the places where our states of mind and the state of the world meet.

[Larger Us](#) is an early-stage global not-for-profit organisation with a clear purpose and wind in its sails, and this is a significant new role within its small core team.

### About us

Larger Us supports a breakthrough from a them-and-us to a "larger us" world - one in which the 'us' we each identify with includes 8 billion people, all other species, and future generations of both - because we think this is the only way we'll build a just, sustainable and inclusive world.

Meeting this challenge requires a new kind of citizen, change-maker and leader: one who excels at bridging divides instead of deepening them, who sees victory in terms of healing rifts rather than defeating opponents; and who recognises that this involves inner as well as outer work.

We think the skills needed for this kind of 21st century citizenship are relevant to our individual mental health *and* the health of our relationships and communities *and* the health of our democracies.

Our work is therefore about imagining and co-creating new forms of citizenship, change-making and leadership that help to meet these goals - above all at the places where inner and outer, psychology and politics, state of mind and the state of the world, converge.

We're funded by a number of philanthropic organisations, including the Children's Investment Fund Foundation, the Esmée Fairbairn Foundation, the Paul Hamlyn Foundation and Unbound Philanthropy. All of our partners share our optimism that it is possible to create a world based on "larger us" principles.

### Overview of our work

This is a year of idea development, design and prototyping in which our work is organised into three core workstreams:

# LARGER US

1. **Content:** we research, develop and promote narratives and evidence-based resources that can help us become more effective citizens, change-makers and leaders in keeping with our vision. This takes many different forms, from research projects and reports through to events, podcasts, and social media content.
2. **Course:** a multi-week training that explores foundational Larger Us ideas and applications, which is currently delivered online / in real time by the Larger Us core team. Our work this year focuses on exploring different curricula and formats. We are also running a number of bespoke models with partner organisations.
3. **Community:** we're designing and prototyping ways in which we can create a community of practice for people who are committed to developing the capacities and relationships needed to progress a larger us future. While co-creation is a core principle in all our work, it is particularly critical to our thinking and design work in this workstream.

## Role specification

This position will straddle all three of our workstreams and is about taking lead responsibility for the channels that connect Larger Us's activities with our existing and future stakeholders (including current and future course applicants, community members, practitioners, partners and supporters). The role involves a mixture of:

- **Relationship management** - building trusted relationships with course participants, members of our community, partner organisations and the wider ecosystem of like-minded individuals and institutions
- **Marketing** - developing and executing a strategy that enables us to reach a highly diverse and influential audience, with a particular focus on marginalised communities
- **Communications** - developing a strategy and building relationships to amplify Larger Us's voice on high-impact media and social media channels
- **Data management & evaluation** - collecting and organising the information that we need in order to monitor the success of our activities and deliver optimal services
- **Event management** - helping to organise, administer and run outstanding (largely online) events, such as workshops, trainings, webinars and smaller peer gatherings

The postholder needs to be a self-aware **self-starter** who is comfortable working in a fast-moving start-up environment with a high degree of independence and self-supervision, and who excels at spotting opportunities and taking the initiative.



## CONTRACT SPECIFICS

You'll report to the **Design Director**.

Your contract will be for a **fixed term of approximately 8 months** (expiring at the end of February 2022, with a possibility of extension), subject to a 3 month mutual probation period.

This is an **employed** position.

This is a **full-time role**. While we're happy for you to manage your own time, we'll need you to be able to accommodate **UK hours** for calls and meetings.

You'll **work primarily from home**. There may be rare occasions when we'll ask you to attend meetings or events in London (Covid guidelines permitting).

Depending on your experience, you'll be paid **£50,000-60,000** per year (pro rata), plus 3% pension contribution and 30 days' annual leave.

## Person specification

We're open-minded about applicants' professional backgrounds and sectoral knowledge, but the ideal candidate will have experience and expertise in the following areas:

### Required

- Taking responsibility for developing, executing, monitoring and refining a **strategy for reaching and attracting our target audiences** and community members (and to do so with limited financial / personnel resources)
- Building **trusted relationships** with our community members, course participants, partner organisations, and wider stakeholders
- Develop and execute **marketing strategies** for reaching diverse and high impact audiences
- Organising, administering and contributing towards the hosting of professional, valuable and enjoyable online **events**
- Developing and executing **media relations strategies**, maintaining relationships with journalists and opinion formers, generating media coverage, writing blog posts or articles
- Managing **social media** strategy and presence across multiple channels, including Twitter, LinkedIn, Facebook and Instagram

# LARGER US

## Preferred

- Organising and systematising **data and processes**, including through the use of CRM platforms such as Salesforce or Airtable
- Understanding the strengths, weaknesses and structural requirements of different **membership models and communities of practice**
- Applying **monitoring and evaluation** methodologies, including working with independent evaluation experts, using both quantitative and qualitative means
- Designing, embedding and working with co-creative **prototyping processes** and/or human-centred design
- Experience of **GDPR, safeguarding** and **duty of care** responsibilities

We think that if you're a good fit then you're likely ambitious, open-minded, proactive and comfortable working in a small, fast-paced team as well as under your own steam. You'll enjoy a varied role where you can experiment, analyse, listen, persuade and change your mind. You are adept at working excellently in high pressure situations and managing your workload efficiently.

You're appreciative of people's differences, discerning about their characters, and have a genuine love for connecting and building new relationships. You might well have a deep interest in psychology or other social sciences, as well as a good intuitive sense of group dynamics.

Above all, you care passionately about making a positive societal contribution through your work. You're deeply interested in both political change and personal growth, recognising the symbiotic relationship between the micro and the macro. You likely endeavour to lead an integrated, value-driven life.

*This is probably not the role for you if:*

- You prefer to work in an office
- You find uncertainty and change uncomfortable
- You need to know every detail of the job upfront. Part of the work will be to uncover what the work is! If that fills you with alarm then this is not likely to be a good fit.

## Team set-up & culture

We try to model *larger us* principles in our organisation and working methods. Critically, we know that Larger Us's mission will thrive when every individual in the team behind it is also thriving, so we care about creating an environment where each person can separately and collectively flourish.

Larger Us is a small, tight-knit team. This role will involve working with the following people.

- [Alex Evans](#) is the Founder and Executive Director of Larger Us and lives in Yorkshire.
- [Kate Pumphrey](#) is Larger Us's Design Director and is based in London.

# LARGERUS

- [Kirsty McNeill](#) is the Chair of our board, and [Richard Chartres](#) is a non-executive director. We expect to be appointing additional board members in the near future. Our board supports the strategic direction of our work.
- [Laurenz Scheunemann](#) is our researcher in residence. Laurenz works part-time, helping to refine our theory of change and build our evidence base.

## Inclusion

Inclusion is at the heart of our work.

We especially encourage applications from people of colour, LGBTQ+ people (we are a trans-inclusive organisation), people with disabilities, those from working class backgrounds, and people who have experienced other forms of exclusion or marginalisation.

We have tried to make this recruitment process as accessible as possible, but know that there might be more that we can do, particularly if you have experienced exclusion, disadvantage or discrimination, or if you have particular accessibility needs. We would be happy to provide any further support that you may require - please get in touch with us via [hello@larger.us](mailto:hello@larger.us), and we can think together about how to make this process better for you.

We also recognise that interviews are intimidating for most of us - and not great environments for getting to know each other! If you have suggestions about how we can best get the measure of who you are then please let us know; likewise, we're open to ideas about what would help you to get a better understanding of us and our culture.

## Process

To apply, please send the following to [hello@larger.us](mailto:hello@larger.us) with "Head of External Relations" in the subject line.

- CV (no more than two pages)
- Cover letter outlining why you are interested in this work and your relevant experience. This should be no longer than two pages
- Link to any public profile(s) you are happy to share (e.g. LinkedIn, Twitter or personal website)
- An example of a recent piece of written work that you authored (e.g. a blog, article or report)

**Deadline:** Sunday 27 June 2021

Applications will be reviewed on a rolling basis as they are received. When scheduling first round interviews we'll do our best to accommodate any existing commitments you may have.

# LARGERUS

Those who seem like a good potential fit following the initial round of interviews will be asked to complete a short written task. We will then invite our shortlist of candidates to attend at least one further round of interviews.

Inevitably we'd love for this role to be filled as soon as possible, but we will hold out to find the right person!

**If you do choose to apply for this role then thank you in advance for your interest and the time and thought that you take in your application.**

*We kindly request that recruitment agencies do not contact us about this vacancy.*