



Director of Communications– role and scope of work

IIC is an independent international professional institute and learned society. We bring together conservation professionals from around the world, educating, enabling, and recognising excellence. This commitment drives everything we do – from our intellectually stimulating Congresses to activities specifically tailored to capture the imagination and curiosity of student conservators. Fellows and members are IIC’s strength, and they are at the heart of everything we do. Our sector leading publications, *Studies in Conservation* and IIC’s e-magazine *News in Conservation*, record the latest developments in the field, our enquiry-led Dialogues and conferences support open discussions and new ideas, our international prizes, awards and grants recognise and celebrate the greatest achievements and promote the work of conservation professionals for the common good, and our highly sought after Fellowships and Honorary Fellowships, acknowledge the status and contribution of the highest achievers of the profession.

Founded in 1950 out of the ashes of WW2, today IIC have a strong global network of distinguished Fellows, members and Institutions representing more than 70 countries. Through our 9 Regional Groups, we reach more than 5,000 conservation professionals around the world. IIC has over 45,000 social media followers on Facebook, a growing following of 11,000 on Instagram and 5,000 on LinkedIn with 14,000 on X (formerly Twitter). We have long-established partnerships with leading museums, universities and heritage bodies all around the world.

IIC is looking for a director of communications to provide a strategic lead to Council, working to encourage global participation in IIC’s purpose and ensuring we continue to be relevant in an ever-changing. A key objective for this role is to help IIC retain and grow our network of members globally, extending our reach through our various initiatives and publications in priority regions such as South America, Pan-Africa and South-East Asia – areas where IIC is not traditionally well known.

While we have continued to progress our communications work over the last few years with the help of a wonderful and talented team of volunteers, including building up our follower base online, we have also recently launched a new website and in this next phase of work, through a new ‘Engagement and Communications Strategy’ aligned with our IIC Strategy 2030, we are looking to encourage more proactive and creative communications to help increase our impact and profile internationally.

This is a great time to come on board to help us review our thinking, our approach and shape IIC’s plans going forward. The director will need to work closely with the executive team, council and through a ‘hub and spoke’ model - support a core team of social media co-ordinators, freelance editors and digital engagement volunteers to deliver against our ambitions. Whilst it is not necessary to be an IIC Fellow, the individual does need to be aware of and familiar with IIC’s purpose, core activities, operations and functions as a Learned Society.

Continued Overleaf

Qualities and Skills Required

Essential

- Excellent leadership skills
- Highly developed communication and interpersonal skills.
- Extensive (over 5 years) experience in managing social media marketing and digital engagement, and co-ordinating communication plans within a heritage or similar sector.
- Ability to work with different committees, Council members and wider membership and conservation community to advance IIC's objectives at an international level.
- Experience of leading large teams, including volunteer teams.
- Commitment to delivering on IIC's sustainability, access, and inclusion agenda and supporting initiatives, events and programmes that actively contribute to delivering on IIC's Strategy 2030.

Desirable

- Experience of leading campaigns associated with large international conferences and events as well as co-ordinating marketing plans for publications and journals would be desirable.
- Ability to speak multiple languages would be an advantage.

Time Commitment: Able to make an initial 3-year commitment on Council and to be prepared for a further 3-year term subject to successful performance and re-election. Attendance at six-weekly (one hour) communications team meetings, 3 x Council meetings per year, the Annual General Meetings and any Extraordinary General Meetings (EGMs) where online attendance is possible and to convening committee meetings as necessary.