

## JOB DESCRIPTION

**Position:** Head of Insights

**Band:** 1

**Department:** Insights

**Reports to:** CEO

**Hours:** 35 hours per week (full-time)

**Location:** Homebased (with travel to events and meetings as required)

### Overview:

The Institute of Leadership is a dynamic and forward-thinking membership association dedicated to helping more people become better leaders more of the time. We are the professional body for an active, international community of over 50,000 leaders, managers, coaches and mentors – and we are much more than that. We create world-class tools, deliver award-winning e-learning and undertake practical research to help unlock individual leadership potential. The Institute serves as a hub for leadership professionals across the globe, offering valuable resources, networking opportunities, and development programs to enhance careers and ‘Inspire great leadership, everywhere’.

### Job Purpose:

The Head of Insights is a pivotal member of the Senior Leadership Team, responsible for positioning the organisation as a leading authority in its field through the development and monetisation of high-quality content and research. This role drives strategic impact by overseeing the creation, curation, and dissemination of insights that influence leadership practices and align with organisational objectives. The role is also responsible for the establishment and oversight of thematic faculties, fostering collaboration among experts and stakeholders to generate innovative solutions. The role leads a high-performing team, builds strategic partnerships, and ensures the Institute’s research and content outputs are impactful, credible, and commercially viable, contributing to sustainable growth and mission-driven success.

### Key Objectives

- **Revenue-Driven Content Strategy:** Create and execute a monetisable content strategy to position insights and research as key revenue streams aligned with organisational goals.
- **Leadership and Team Development:** Lead, develop, and inspire the Insights Team to achieve high performance and contribute meaningfully to the organisation’s mission.
- **Strategic SIG Management:** Establish, develop, and manage Special Interest Groups that align with the organisation’s mission, fostering collaboration, thought leadership, and impact within key areas of focus.
- **Influence and Engagement:** Enhance the Institute’s profile and influence through impactful research outputs, stakeholder engagement, and the promotion of best practice in leadership and governance.

### Role and Responsibilities:

- **Design and Implement Revenue-Generating Content Strategies:** Develop and execute a revenue-generating content strategy that enhances member engagement and financial sustainability.
- **Curate, Create, and Disseminate High-Quality Content:** Oversee the sourcing, commissioning and dissemination of thought leadership content, ensuring quality, relevance, and impact.
- **Oversee Content Monetisation and Impact Evaluation:** Develop and monitor success metrics for content development outputs, ensuring they deliver measurable impact and contribute to the Institute's financial sustainability.
- **Monitor Trends and Influence Thought Leadership:** Identify emerging themes and market shifts to position the Institute as a leader in key areas.
- **Lead and Develop a High-Performing Insights Team:** Inspire, manager, and develop a high-performing Insights Team, fostering a collaborative and productive culture.
- **Establish and Manage Special Interest Groups (SIG's):** Develop and lead expert SIG's that drive collaboration, knowledge exchange, and innovative solutions aligned with the Institute's mission, objectives and byelaws.
- **Foster Strategic Partnerships:** Cultivate relationships with academic institutions, policymakers, think tanks, corporate leaders, and other stakeholders to enhance the Institute's influence, broaden its reach and drive commercial revenue.
- **Maximise Digital Engagement:** Work with the marketing, events and digital teams to amplify content reach and stakeholder engagement via online platforms.
- **Support Editorial and Publications:** Collaborate on the production of the quarterly magazine, ensuring it aligns with the insights strategy and organisational objectives.
- **Ensure Quality, Compliance, and Integrity:** Maintain rigorous editorial and ethical standards, safeguarding the Institute's credibility.
- **Manage Budgets and Funding:** Oversee department financial planning, secure sponsorships, grants, and partnerships, ensuring resources align with strategic priorities.
- **Participation in Initiatives:** Continue the broad contribution to cross-departmental organisational projects to enhance product and service offering.
- **Uphold Organisation's Values:** Collaborate with colleagues to uphold the Institute's values and mission in all interactions, fostering a positive professional reputation within the industry and wider community.
- **Other Duties:** Any other duties as may be required by your manager for the successful performance of your role, ensuring the flexibility and adaptability in contributing to the Institute's goals and objectives.

## **Skills & Experience:**

### **Essential**

- Relevant experience in a public policy, economics, leadership studies, talent management, or related disciplines.
- Proven experience in developing and executing strategic initiatives, particularly in content creation as a revenue generating product, or insights, with a focus on aligning outputs with organisational objectives.
- Strong leadership and management skills with experience in leading, motivating, and developing high-performing teams.
- Ability to identify trends, interpret data, and translate insights into actionable content.
- Experience in stakeholder engagement, including policy makers, corporate partners, and thought leaders.
- Knowledge of expert networks, or knowledge sharing initiatives.
- Excellent written and verbal communication skills, able to write clearly and present complex ideas clearly to a range of audiences.
- Meticulous attention to detail for fact-checking and verifying sources to maintain credibility and integrity.
- Strong financial and commercial acumen, including budgeting and revenue generation.
- Strong organisational, decision-making and project management skills, evaluating risks and perspectives to prioritise actions effectively.
- Ability to evaluate the impact of publications through citations, media coverage, and community influence.
- Collaborative team player with a sensitive approach to others' needs and pressures.
- Excellent working knowledge of MS Office 365, Outlook, communication tools (Teams or Zoom) and the internet.
- Flexibility and adaptability in contributing to the Institute's goals and handling additional duties.
- Takes ownership and responsibility for personal actions/ contributions to projects.
- Have an understanding and appreciation of the contribution that leadership makes to organisational strategy and effectiveness, with a desire to 'make a difference' in line with not-for-profit and charitable objectives.
- Willingness to travel.

### **Desirable**

- Experience working in or knowledge of the non-profit, membership, or leadership development sectors, with familiarity in the unique challenges and opportunities associated with these sectors and business models.
- Familiarity with digital platforms and tools for disseminating research findings and engaging with stakeholders.
- Experience contributing to or managing editorial outputs, such as magazines, journals, or reports, to ensure quality and consistency.
- Confidence in representing the organisation at events, in media, or through public speaking to promote insights and research.
- Familiarity with collaborating on events, workshops, or conferences to support engagement and content dissemination.
- Experience in change management or process improvement.
- Experience working with international stakeholders.
- Full UK Driving licence.