



Impetus



Director of Public Affairs – Information Pack

Dear Candidate,

I'm so pleased that you're considering applying for this role at Impetus. We are looking for a brilliant influencer, communicator and mission aligned individual to join our team to influence policy, raise our profile and build new partnerships, in order to transform the lives of young people from disadvantaged backgrounds.

Impetus invests in the best education and employment non-profit organisations, giving them long-term funding, pro-bono support and our strategic expertise, and influences policy to deliver systemic change, so that more young people get the education, qualifications and opportunities they need for a fulfilling life.

This is a senior, strategic role working on a vital strand of our mission – harnessing great policy, research and communications to realise social change. You will work collaboratively as part of our Senior Management Team, alongside Finance and Operations, Philanthropy and Partnerships and our Investment Portfolio. You will lead a talented team, using your expertise and experience to support them to deliver a significant programme of policy, research, advocacy and communications work, building their skills and developing them in their roles.

This is a critical time for our organisation as we continue to grow our income and profile. We need to build on our significant progress to date developing a strong track record of high-quality research, significantly raising our profile in the media, building strong sector partnerships and coalitions to drive meaningful change, establishing a wide range of relationships across government and the sector and building strong expertise in the team.

To do this we need someone who has depth of knowledge and networks in the education or youth sector, is a confident and articulate communicator with a collaborative approach, capable of inspiring external audiences and brokering effective partnerships, with experience and/or ideas for how to build our media profile further.

If you are passionate about making a difference for young people, and if you want to work with a team that is ambitious, collaborative, and impact driven, then we'd love to hear from you.

Susannah Hardyman
CEO, Impetus

Information Pack

Thank you for requesting the application pack and for your interest in working for Impetus.

This pack contains all the relevant information you will need to apply for this role:

- Information about [the organisation](#) and [our values](#)
- Information about [the role](#)
- The [job description](#) – [key responsibilities](#) and [person specification](#)
- Our [commitment to equality, diversity and inclusion](#)
- Details on the [application and recruitment process](#)
- [Terms and conditions and benefits](#) of working for Impetus

The closing date for receipt of completed applications is midnight 12 October 2025.

If you would like to find out more about this role or have any questions regarding the recruitment process please contact recruitment@impetus.org.uk



About Impetus

At Impetus, our focus is on helping young people achieve positive education and employment outcomes to increase their chance of leading fulfilling and successful lives, irrespective of their background.

We tackle the three most difficult challenges that affect a young person's ability to succeed in life in Britain today:

- Lost learning through absence, suspensions, exclusions from school.
- Stagnation in education attainment outcomes, which means many are missing out on key qualifications like GCSE English and maths.
- The large numbers of young people out of education, training and employment.

We use our deep expertise and high calibre networks to give the best non-profits working in these sectors the essential ingredients to have a real and lasting impact on the young people they serve.

Through a powerful combination of long-term funding, direct capacity building support from our experienced team and our pro bono partners, alongside research and policy influencing to drive lasting systems change, we work towards a society where all young people can thrive in school, pass their exams and unlock the doors to sustained employment, for a fulfilling life.

We are resolutely focused on outcomes and impact, driven by quality evidence. You would be joining a team that is passionate, rigorous, determined, creative and warm. We care deeply for our colleagues, our portfolio partners and the young people we serve.

Impetus is a registered charity and our charity number is 1152262.



Our Values

In 2022 the Impetus staff agreed the following set of values to act as our guiding principles as an organisation, and help us to remain focused on achieving our mission to support young people from disadvantaged backgrounds.

Evidence led and results driven for young people

We pursue excellence for the young people we work with, are wholly committed to better outcomes, unapologetically results driven, and accountable for our actions.

High trust, high challenge

We invest the time, kindness, integrity and honesty needed to build and sustain long-term relationships. We focus on developing high trust, to allow for high challenge, helping our colleagues, partners and supporters to be our very best selves in pursuit of our mission.

Diversity enables us to thrive

We seek to embed diversity of thought, background and experience in every aspect of our work. We are open, thoughtful and proactive in better understanding and challenging our assumptions to better deliver the change we seek.

Brave and open

We are brave and open; exploring new solutions to long-term problems, asking difficult questions well; learning from mistakes and challenging the status quo when needed.

Collaboration always

We will not succeed alone. We seek meaningful, productive partnership with others to achieve our mission and drive systems change for young people.



About this role

Are you passionate about giving all young people the best chance in life? Are you a brilliant influencer and communicator who relishes harnessing great policy, research and communications to realise social change? Do you want to work in a pioneering charity with impact at its core?

Then this could be the role for you. At Impetus we are looking for our next Director of Public Affairs, someone who can inspire our brilliant Public Affairs team and spearhead our communications, policy and research work. This is an exciting senior role, joining our Senior Management Team and working alongside our CEO, Board, donors, supporters, portfolio partners and the wider sector to effect real change for young people.

This is an exciting time to join Impetus. We are at an inflexion point, having welcomed a new CEO this year and implementing a new strategy focusing on strengthening and expanding our impact and influence. A big part of that is through our public affairs and communications work; whether influencing policy makers so that all young people regardless of background get the best possible chance to succeed, reducing the gaps in education and employment between young people from disadvantaged backgrounds and their better off peers, or working with government and other funders to prove and expand impactful programmes or communicating our findings, insights and message to a wider range of audiences.

The Director of Public Affairs will work with the CEO and Senior Management Team to raise our profile and influence policy, unlock and steward resource and build new partnerships, in order to facilitate growth in impact. They will do this by getting the most out of our high performing Public Affairs team, which covers policy, research, advocacy and communications – as well as working across teams and with the Board to ensure Impetus is well positioned externally.

We're proud of the work we've achieved to date, developing a strong track record of high-quality research and insightful reports, significantly raising our profile through media relations and stakeholder engagement, building strong sector partnerships and coalitions to drive meaningful change, establishing a wide range of relationships across government and the sector and building strong expertise in the team. We're delighted that you're considering joining us to take forward this work to the next level.

Here are some examples of the types of work that the Public Affairs team delivers:

- Our monthly policy newsletter, [Impetus Insights](#)
- Our [news and commentary](#) and [blogs](#)
- Our latest research reports on [school engagement](#), [attainment](#) and [youth employment](#)
- Our coalitions: [The Youth Employment Group](#) and [Who is Losing Learning?](#)

What we're looking for from our Director of Public Affairs

You will have a strong track record of delivering social change whether in a public affairs, communications or campaigns role in the education or youth sector, with depth of knowledge and pre-existing and relevant networks in this space. Experience leading high performing teams to excel is essential. You'll be a confident and articulate communicator with a collaborative approach, capable of inspiring external audiences and brokering effective partnerships, with experience and/ or ideas for how to build our media profile further.

With strong interpersonal and networking skills a given, you will also have strong analytical abilities. You'll be able to interpret and use data and make the best use of evidence to strengthen advocacy. A strong team leader, we're looking for someone who can set a sharp vision for the team, with clear objectives and goals to deliver defined workstreams. You'll be an effective and caring people manager who always finds time for your team and considers their development part of your success. You'll be a key part of our senior leadership team and will work with colleagues to promote, support and champion equality, diversity and inclusion across the organisation, with responsibility for ensuring these principles are reflected in our advocacy, stakeholder engagement, communications and public positioning.

You will be proactive in making meaningful contributions to shape the direction of the organisation, build our culture, contribute to organisational strategy and have a keen eye for internal communications, ensuring all the teams are informed and motivated by our work.

A typical week

This is a varied and interesting role. In a typical week you may be guiding our response to the latest statistical release on young people's outcomes; giving creative input into marketing materials for donors; chairing a sector consultation event to feed in to the development of new programmes or policy; looking at the latest website data against our KPIs; briefing our CEO ahead of a Ministerial meeting or launching a new research report. You'll be used to juggling a lot of balls and know how to get the best out of your team so that they all stay in the air and the team are joined up.

The ideal candidate will have a combination of communications and public affairs expertise; spearheading both our communications strategy and policy/research agenda. As a member of the Impetus Senior Management Team, you will need to demonstrate strategic thinking, cross-disciplinary working and strong influencing skills, as well as a strong commitment to diversity and inclusion. A commitment to our mission – to ensure that young people from disadvantaged backgrounds get the best possible support to succeed in education and employment – is essential.

Job description

Title:	Director of Public Affairs
Team:	Public Affairs
Reports to:	Chief Executive Officer
Direct reports:	Head of Communications and Head of Policy and Research
Salary:	£102,992 per annum plus benefits
Contract:	Permanent
Working hours:	Full time (37.5 hours per week) or part time but no less than 0.8 FTE. We are happy to consider requests for flexible working.
Location:	Hybrid working – at least two days per week in the Impetus office (currently based in Charing Cross, Central London). We may ask you to come to the office three days per week during the first three months to help set you up well for success – ensuring you get the support you need to thrive. In addition to this, all staff are expected to attend regular Impetus in person events. These include staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working
Starting date:	As soon as possible



Key responsibilities

- Work with Impetus CEO and Senior Management Team to support the delivery of the Impetus strategy and business plan and deliver the public affairs milestones to time and within budget.
- Champion and contribute to embedding equality, diversity, and inclusion (EDI) across all areas of Impetus' work, ensuring that EDI principles related to Impetus' mission are reflected in advocacy, stakeholder engagement, communications and public positioning.
- Vision setting and strong line management of the Public Affairs team, developing their capabilities, representing the team at SMT and to the Board and ensuring it continues to make a valuable - and valued - contribution to the achievement of Impetus's objectives, through building and implementing high quality work plans for the team and ensuring the wider Impetus team is aligned on these.
- Increase awareness, understanding and trust in Impetus among key stakeholders, through regular, thoughtful engagement with the sector and securing high profile media coverage.
- Raise awareness of the education and employment gaps faced by young people from disadvantaged backgrounds and what we can do to break down the barriers they face - through research, policy positioning and effective communications.
- Build a positive reputation for Impetus in government and parliament and among funders, as a source of expertise on how to improve the education and employment outcomes of young people from disadvantaged backgrounds and as a trusted interlocutor and partner, building on and leveraging the many relationships already established.
- Ensure that all advocacy is supported by high quality research and evidence, with our policy and research agenda well aligned to supporting the delivery of Impetus' strategy.



- Ensure a positive media profile, continuing to build on the base established to build awareness among the media of Impetus's expertise and content.
- Position Impetus as a 'sought-after' collaborative partner for other organisations with shared objectives; including regularly representing Impetus at relevant sector events.
- Support the delivery of our fundraising strategy and the successful delivery of our events programme, in particular, our flagship Transforming Lives Dinner.
- Where appropriate, collaborate with our portfolio partners to support their public affairs work and to leverage relevant partnerships, drawing on their insights to inform Impetus' work.
- Contribute to the successful performance of the Senior Management Team, and provide expert advice to them, as well as to Trustees, on all public affairs-related activities and in the implementation of the broader strategy, engaging with decisions and challenges across the organisation.
- Oversee the running of our Public Affairs Committee (PAC), leveraging their skills, expertise and influence for the good of Impetus.



Person specification

Essential:

- A commitment to Impetus' mission.
- A commitment to equality, diversity and inclusion.
- Experience of leading public affairs / communications / policy at a senior level.
- Strong track record of influencing (through policy, advocacy, communications, stakeholder relations).
- Strong management skills including strategy development, people management, budgeting and impact monitoring.
- Experience of leading multiple and complex workstreams to achieve measurable results.
- Experience of representing an organisation externally; in meetings, media interviews and on public platforms.
- Exceptional verbal and written communications skills.
- Presence, credibility, motivational skills, natural ability to command respect based on experience, and ability to look beyond own area of expertise.
- Proven experience of building and maintaining influential external relationships and strategic partnerships.
- Ability to motivate a team and work collaboratively, enlisting support from others.
- Knowledge of the education and/ or young people sectors.

Desirable:

- Experience of fundraising, including trusts and foundations.
- Knowledge of digital communications.
- Experience of data management and good analytical skills.
- Understanding of, and/or lived experience of, the barriers that young people face, that contribute to the education and employment gap.
- Knowledge of venture philanthropy / impact management.
- Knowledge of private equity and associated industries.



Our commitment to equality, diversity and inclusion

We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex and sexual orientation. We value diversity and welcome applications from people of all backgrounds.



How to apply

Please click [here](#) to apply.

You will need to:

- Complete the online form (including the equal opportunities monitoring form)
- Upload a comprehensive CV and supporting statement.

The supporting statement should be no more than two sides of A4 and should address the criteria in the person specification.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission.

As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

The deadline for applications is midnight 12 October 2025.

Interviews

First round interviews will take place: w/c 20 and 27 October 2025.

Second round interviews will take place: w/c 3 November 2025.

You will also be required to provide proof of your eligibility to work in the UK.

Personal Data

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

Terms and conditions and benefits of working for Impetus

We are committed to supporting staff in a range of ways. The tables below detail some of the support provided:

Financial and Wellbeing Support

Benefit	Detail	Eligibility
Pay	Target is to pay within plus or minus five per cent of the upper quartile for the role in the charity sector	All staff eligible
Pension	In line with auto enrolment legislation all eligible employees will be automatically enrolled into The Pensions Trust pension scheme. 5% employer contribution. 3% employee contribution	All staff eligible
Life Assurance	Four times salary	All staff eligible
Season ticket loan	Interest free – repayable over 10 months	On completion of six-month probation period
Eye test vouchers	Reimburse for the cost of eye examination up to the value of £25 per annum	All staff eligible
BHN Extras	Staff discount site offering special perks for employees	All staff eligible
Cycle to work scheme	Staff save up to 42% on a new bike, e-bike and cycling accessories through this salary sacrifice benefit and can spread the cost of their bike and accessories interest-free over 12 months	All staff eligible
Home and Tech Scheme	Staff save up to 8% on home and tech products at Currys and IKEA, through this salary sacrifice benefit and can spread the cost interest-free over 12 months	All staff eligible

Work life balance

Benefit	Detail	Eligibility
Annual leave	28 days plus bank holidays (this includes three days between Christmas and New Year) pro-rata for part time staff	All staff eligible
	Flexible bank holidays. Staff can choose to work on five of the UK bank holidays and use their annual leave on alternative days (with the exception of those bank holidays that fall during Christmas Closure)	
	Ability to carry over a maximum of five days with any additional days to be at discretion of relevant member of SMT and Director of Finance and Operations and allowed only on an exceptional basis	
	Birthday leave – staff can take a day of leave on their birthday (or the closest available working day if it falls on a bank holiday or weekend)	
	After three years service staff will receive an additional two days annual leave (pro rata). Total entitlement 30 days per year	Staff with three years service
Sick pay (OSP)	Six weeks full pay and six weeks half pay in rolling 12 month. Staff eligible from day one of employment	All staff eligible subject to statutory requirements
Compassionate leave and pay	Discretion of line manager (up to three days paid)	All staff eligible subject to criteria (which include, for example, closeness of family member in event of death in family)
Parental Bereavement leave and pay	Two weeks paid leave	All staff eligible subject to statutory requirements

Work life balance

Benefit	Detail	Eligibility
Dependency leave and pay	Usually unpaid but paid time off may be granted at discretion of line manager	All staff eligible subject to criteria
Carers leave and pay	One week paid leave	All staff eligible subject to statutory requirements
Maternity leave	Statutory Maternity Leave (SML) - 52 weeks	All staff eligible subject to statutory requirements
Maternity pay	Statutory Maternity Pay (SMP) - six weeks at 90% salary followed by 33 weeks at SMP rate	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected)
	Occupational Maternity Pay (OMP) -13 weeks at full pay followed by 33 weeks at Statutory Maternity Pay (SMP) rate	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)
Paternity leave	Statutory Paternity Leave (SPL) - two weeks	All staff eligible subject to statutory requirements
Paternity pay	Statutory Paternity Pay (SPP) - two weeks at SPP rate	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)
	Occupational Paternity Pay (OPP) - two weeks at full pay	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)

Work life balance

Benefit	Detail	Eligibility
Adoption leave	Statutory Adoption Leave (SAL) maximum 52 weeks	All staff eligible subject to statutory requirements
Adoption pay	Statutory Adoption Pay (SAP) six weeks at 90% followed by 33 weeks at SMP rate	Continuously employed for at least 26 weeks up to any day in the week they were matched with the child
	Occupational Adoption Pay (OAP) - 13 weeks at full pay followed by 33 weeks at Statutory Adoption Pay (SAP)	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)
Shared parental leave	Statutory - maximum 50 weeks	All staff eligible subject to statutory requirements
Shared parental pay	Statutory Shared Parental Pay (ShPP) - maximum 37 weeks at ShPP rate	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected)
	Occupational Shared Parental Pay (OShPP) - 11 weeks at full pay	Continuously employed for at least 52 weeks up to any day in the week they were matched with the child
Parental leave	Statutory - 18 weeks of unpaid leave	All staff eligible subject to statutory requirements
Flexible hours	10am to 4pm are core hours. Office hours are 8am to 6pm	All staff eligible
Work from home	Occasional home working available. Regular working at home available upon request	All staff eligible

Work life balance

Benefit	Detail	Eligibility
Charitable duties or volunteering	Four half days leave per year subject to agreement from line manager and HR	All staff eligible
Employee assistance programme	Health Assured provides a comprehensive employee support service which includes a 24/7 confidential helpline, counselling and bereavement support, financial, legal and medical information, Wisdom Mobile App and online resources	All staff eligible
Health cash plan	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships	All staff eligible
Give as you earn (GAYE)	Membership to scheme to enable employees to make donations exempt from National Insurance	All staff eligible

Professional Development

Benefit	Detail	Eligibility
Learning and development	A range of organisational and individual training and development opportunities Budget - £750 is allocated to each individual annually, plus a central budget agreed annually	All staff eligible
Professional subscription	Paid for, subject to agreement from HR and line manager	Relevant to role
Professional qualification	May be able to help - discuss with line manager and HR	All staff eligible
Sabbatical leave	Opportunity to request up to three months unpaid sabbatical leave	After 10 years service