

MEDIA DIVERSITY INSTITUTE JOB SPECIFICATION

Job Title: Deputy Executive Director

Reports To: MDI Board and Executive Director

Staffing: Overall responsibility for all MDI staff

Salary: £49,000 to £55,000 (based on experience)

Media Diversity Institute

The Media Diversity Institute fosters the ever-greater participation of marginalized and excluded groups in society through the provision of industry-leading diversity training and development for media professionals and stakeholders across the globe. MDI is a registered charity and has a mixed income base of project and core funding granted by international media development agencies and charitable foundations.

Overall Purpose of the Job

Accountable to the MDI Board and its Executive Director, the Deputy Executive Director will lead the organization's strategic, editorial and staff development, including representing MDI's vision and objectives to the wider public and stakeholders, overseeing the recruitment, development and management of the MDI staff/team and co-facilitating MDI's communications strategy, approach and its-implementation.

Principal Accountabilities

1. To work with the Executive Director to monitor and evaluate delivery of the organization's short (annual) and long (tri-annual) term strategic and financial goals and objectives, including MDI's programme priorities and fundraising strategy, ensuring the organization is effective and financially self-sufficient.
2. To help uphold MDI's editorial integrity and to develop a robust communications strategy and lead its implementation, including MDI's PR profile.
3. To represent MDI's work and achievements at public events, to the media and international bodies and organizations working in the diversity field.
4. To ensure all MDI staff and associates are adequately briefed on core MDI diversity principles and operating procedures.

5. To advise the board on organizational structure and accordingly recruit appropriate staff to deliver MDI projects and other activities adhering to best practice industry standards and fair selection procedures.
6. To introduce, monitor and evaluate effective staff development and performance management goals and procedures, including personal development plans for all staff.
7. To manage members of staff to good effect, helping them to meet agreed objectives; develop skills and to contribute effectively to MDI activity.
8. To build MDI's strategic policy approach with an impact assessment.

Main Duties

1. Working within MDI's strategic frameworks, in collaboration with staff and stakeholders, to co-design and set annual and tri-annual organizational missions and objectives, presenting these to the Board, when required.
2. To lead MDI's internal and external communications, including staff meetings and other communication support processes, as required.
3. To oversee the design and implementation of an MDI diversity set of editorial principles, to inform all MDI activity and training standards.
4. To represent the organization to the wider public, speaking at external events and generally raising the profile of MDI; to bring to the Board's notice issues relating to the public image of MDI, in particular any which may cause harm or offence.
5. To negotiate all staff contracts and oversee a fair selection recruitment process for new intake, and implement an induction process for said recruits.
6. Working within a performance management framework, to hold annual job appraisals with all staff members and ensure appropriate personal development action plans are agreed and implemented.
7. To design and lead organizational development activity including team away days, staff training, and other such activity as required.

Skills, Knowledge and Experience required

1. Strategic knowledge and understanding of the complexity of diversity and inclusion in action, globally.
2. Experience in running multi-annual programmes and in the development and implementation of media development and diversity programmes.
3. Experience in executive leadership, managing and develop teams.

4. Demonstrable experience in developing, implementing and understanding strategic media, communications and PR plans and policies, including the importance of inclusive reporting, values of impartiality, independence and accuracy. Along with a record of understanding and the challenges around diversity in traditional and social media.
5. Ability to work under their own initiative and organize their time effectively within a range of often conflicting deadlines, including the ability to juggle competing priorities amid a busy programme of work while working to an agreed strategy.
6. Ability to think strategically and analytically, synthesizing information, as required.
7. Strong interpersonal skills and ability to establish confident and effective working relationships with MDI staff, partners, stakeholders. The ability to negotiate tactfully and effectively with all groups is vital.
8. Proven experience of managing others in a successful and productive manner.
9. The primary mode of communication is English, thus the highest level of proficiency in the English language (both spoken and written) is essential. Proficiency in one of MDI work-related languages is highly relevant.
10. Experience in policy-making, programme development, including budgeting, organizational strategy development and advocacy.
11. Track record of working in and with different cultures.

COMPETENCIES

The following competencies (behaviours and characteristics) have been identified as key to achieving success in the post.

Leadership: able to create a vision and inspire others to realise it, irrespective of circumstance.

Fundraising: track record in fundraising with private donors, with links to managing large projects.

Editorial judgment: demonstrates balanced and objective judgment, based on a thorough understanding of best practice editorial guidelines; leads editorial decisions, taking account of conflicting views, where necessary.

Creative thinking: able to transform creative ideas into practical reality. Can look at existing situations and problems in innovative ways and come up with creative and entrepreneurial solutions.

Strategic thinking: can identify a vision along with stepped plans to deliver this vision; evaluates situations, decisions, issues, etc., in the short, medium and long-term.

Planning and organization: able to forward plan to establish an efficient and appropriate course of action for themselves and others; prioritises and plans activities, accounting for all the relevant issues and factors, such as deadlines, staffing and resources.

Communication: able to get one's message across clearly by adopting a range of styles, tools and techniques appropriate to the target audience and the nature of the information.

Influencing and persuading: able to present sound and well-reasoned arguments to convince others, especially in a policy context; can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

Managing relationships and team working: able to build and maintain effective working relationships with a range of people; works co-operatively with others to be part of a team, as opposed to working separately or competitively.

Developing others: recognises people's potential (managerial, professional, artistic or otherwise) and is willing to foster the development of such; creates a climate in which that potential can be realised.

Resilience: manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with provocative situations; demonstrates an approach to work that is characterised by commitment, motivation and energy.

Flexibility: adapts and works effectively with a variety of situations, individuals or groups; is able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organization or job requirements.