

Associate Director (Maternity Cover)

Job description: Associate Director

Contract type: Fixed-term maternity cover, 6-9 months, starting in September 2026 – Full or part-time (but minimum 3 days per week)

Reporting to: Director

Location: Can be predominantly home or office based, but postholder is required to travel to the London office at least once a fortnight on a Monday

Salary: c £63k pro rata

About Claremont

We are behaviour change insight and communications specialists, focused on creating a healthier, safer, fairer society.

We help governments, charities and companies to use behavioural science and co-design to solve society's hardest problems. We do research, insight, strategy, messaging, creative, delivery and more. And our work spans preventing ill health, investing in early years, building safer communities, tackling the drivers of poverty and enabling environmental sustainability.

We are a small, high-performing core team working in partnership with a wider network of trusted freelance associates and partners. The work we do is fast-paced, rigorous and often focused on knotty, systemic problems.

- **We are picky about who we work with and what causes we champion.** We are happy to work with an organisation from any sector and from anywhere in the world, but we only do work that contributes to social good.
- **Our people really care.** We don't waste time with tiresome virtue signalling but we do have opinions on social justice and we're committed to using our skills and experience to make a difference.
- **We believe in the mantra of "nothing about me without me".** Behaviour change communications are more effective when campaigns are planned alongside people not for people. We listen, pay attention to small details and respect the expertise of lived experience.
- **We believe in fairness and we treat people well.** Staff, associates, clients, suppliers. We do our best to live our values in the way we work: flexible working, sensible hours, respect for people's right to a healthy work-life balance. We aim to foster a supportive, enjoyable work culture where people treat each other like adults and are given enough trust, autonomy and support to do their best work.
- **We strive for high standards all the time, in all we do.** We only share work with clients when it is ready and has been fully considered. We take pride in offering a quality of thinking and delivery that most agencies cannot reach.
- **We do our best work when we build collaborative relationships with clients.** We don't shroud our work in mystery. We use evidence-based, validated theoretical models and frameworks. We share our workings, we evidence our opinions, we hypothesise, test, learn and adapt.

About the role

This is a fixed-term leadership role for an experienced, enterprising individual covering a period of maternity leave. This person will take responsibility for an element of our business strategy by nurturing one of our core pillars of expertise – which span health, safety and fairness - while also helping to maintain continuity across client relationships, team leadership and business development during the cover period.

The postholder will be expected to bring deep expertise in behavioural science and a strong interest in the responsible use of AI to strengthen our offer, improve workflow and rigour, and support high-quality client delivery.

We are particularly interested in candidates with knowledge of, or experience in, the health, public safety and/or medical research sectors, given the nature of current and emerging opportunities.

Summary of core competencies and behaviours

- **Demonstrating strategic, commercial and enterprising mindset**, proactively developing a deep understanding of a specific sector, and using that knowledge to identify business opportunities, products and offers and develop compelling proposals for clients that address their needs.
- **Cultivating networks and relationships to unlock growth and impact**, building a personal network and representing the agency with maturity and confidence at relevant conferences and sector events, leading aspects of our marketing, and building relationships of high trust and mutual respect.
- **Responsible for playing a lead role on a range of client accounts**. Responsible for ensuring work is completed to a high standard, on time and to the agreed scope of work and budget.
- **Fostering a continuous improvement mindset for you, your clients and the business**, identifying things the agency can do better and finding solutions to those problems, with a drive to look outwards, anticipate change and proactively bring recommendations back to the business.
- **Leading, motivating and coaching others**, role modelling our strategy and values, bringing out the best in the team and inspiring team members to take responsibility for different elements of our strategy.
- **Demonstrating accountability**, owning and driving your responsibilities with proactivity, owning setbacks and learning from them.
- **Applying behavioural science with depth and confidence**, using established models and frameworks while staying alert to new thinking and translating insight into practical recommendations for clients.
- **Using AI thoughtfully and responsibly**, showing curiosity and judgement in how AI can support quality, efficiency, workflow and innovation in both internal systems and client work.

Priority objectives

- To nurture one of our pillars – deep diving into the sector, building networks, developing and adapting a business plan to ensure we grow our work and impact in that space. Ideally this will be in the health, public safety or medical research sector.
- To play a key role in the success and impact of Claremont, growing clients, building our reputation collectively and through your own voice, and winning new work.
- To take on a leadership role, inspiring the team to collaborate and deliver high-quality work, modelling a proactive, solution-focused mindset and taking accountability.
- To strengthen Claremont's application of behavioural science and support the practical, responsible integration of AI into client delivery and internal ways of working.
- To help build Claremont's profile and networks in sectors where behavioural science and our pillar specialisms intersect.

Responsibilities

- Drive forward a **business plan** for the pillar you are assigned (or significant sub-theme within it), outlining how we will continue to grow our work and our impact in that space. You will be supported by one or more Directors, as well as the wider team.
- Plan to include shaping evolving creds, developing a clear, timed programme of activity to dovetail with marketing during the time period of the contract.
- Develop your **profile** – regularly speak on podcasts, at events and in relevant sector media.
- Nurture a **network** of potential leads and well-networked referrers.
- **Lead some accounts** with no Director, while maintaining excellent client service and continuity during the maternity cover period.
- Play a proactive role on **new business** – nurturing leads, scoping opportunities, developing proposals with minimal Director input.
- Help to strengthen Claremont's offer in behavioural science, including applying established frameworks and testing emerging ideas where appropriate.
- Identify appropriate opportunities to use AI to improve efficiency, rigour, synthesis, workflow and innovation, while applying sound judgement around quality, ethics and suitability.
- Bring insight, networks or credibility relating to safety, health, medical research or adjacent evidence-led sectors where relevant to current and prospective work.

Skills, knowledge and experience required

Essential

- Extensive experience in behaviour change communications, with a track record of developing evidence-based approaches using behavioural insights – whether in developing and delivering multi-channel campaigns or designing and implementing effective behavioural interventions.
- A commercial and enterprising mindset – extensive experience running projects effectively, ensuring they are profitable while achieving impact and maximising opportunities for organic growth.
- An outward-looking mindset – strong track record of scouring the external environment for insights, concepts and intelligence, staying a step ahead of clients, and forecasting changes in our marketplace.
- Experience effectively nurturing networks and relationships to unlock growth and impact.
- A strong commitment to keeping pace with AI developments and demonstrating an experimental, thoughtful and open mindset around AI's use in Claremont's business and client work, in achieving gains in efficiency, workflow, quality and rigour.
- A continuous improvement mindset – an ability to own setbacks and learn from them.
- Experience leading, motivating and coaching others, bringing out the best in the team.
- Experience developing strong client relationships, in which clients trust and respect your advice and consider you reliable.

- Experience shaping budgets from scratch, managing them proactively and running projects to scope.
- Experience leading on responses to new business opportunities, drafting proposals and presenting at pitches.
- Ability to represent the agency with maturity and confidence at relevant conferences and sector events.
- Experience conducting social research, including facilitating qualitative research, commissioning research and analysing findings.
- Experience using audience insight from qualitative research and co-design to inform communications strategies, such as message development, creative development and channel selection.
- Deep experience applying behavioural science models and frameworks, including COM-B and Behaviour Change Wheel, EAST and MINDSPACE, as well as a curiosity for new approaches and models.
- Extensive experience with stakeholder and community engagement.
- Experience briefing creatives to produce high-quality outputs.
- Experience working in an agency/consultancy and also with partner agencies, for example media planning, digital or creative agencies.
- Strong IT, writing and presentation skills.

Desirable (you don't have to meet all these criteria to be appointable)

- Experience producing thought leadership content for marketing purposes.
- Knowledge of and experience applying Government Communications Service planning and evaluation frameworks, for example OASIS.
- Experience using deliberative research methods, co-design and/or co-creation approaches both in community settings and online.
- Knowledge of relevant technologies used in the field and enthusiasm to stay abreast of new technologies and the changing external environment.
- Knowledge of, or experience working in, the public safety sector, e.g. road safety, water safety, fire safety etc.
- Knowledge of, or experience working in, health, medical research, health research, bio-tech or related evidence-led sectors.
- Experience translating behavioural science and insight into offers, propositions or thought leadership relevant to these sectors.