

Job Description

Job Title: Public Affairs Senior Manager

Reports to: Head of Impact Measurement and Evaluation

Grade Band: C

Location: Home based, with travel required as necessary and access to an office in London as required

Purpose

This role sits within the Shaw Trust Foundation and helps to raise profile, using our evidence and insights to influence decision-makers across employment, skills and health. This role is the crucial link between our Impact, Innovation, and Marketing and Communication teams to develop and disseminate compelling products that show Shaw Trust's impact and difference. Additionally, this role will build relationships and partnerships across the policy, research and foundation landscape to increase our impact.

Main Duties and Responsibilities

1. Brand Narrative and Positioning

- a) Working with the Impact and Marketing and Communication teams to develop and maintain a compelling narrative for external audiences that clearly defines the Shaw Trust's brand and mission.
- b) Lead on designing campaigns of policy relevance related to Shaw Trust's work.
- c) Design and execute a strategy for how to pitch the Foundation's value proposition to diverse external stakeholders.
- d) Identify opportunities to promote organisational messages and objectives externally.
- e) Provide advice and guidance regarding political risk and sensitivities, and timing for marcomms activities.

2. Partnerships and Stakeholder Engagement

- a) Identify and map influential individuals and organisations across the policy and foundation landscapes to identify strategic opportunities.
- b) Develop strategic stakeholder engagement plans in line with organisational objectives.
- c) Build and manage relationships with key stakeholders including politicians, government officials, policy makers, corporates, research organisations, foundations, charities.

- d) Proactively identify and engage with corporate partners to participate in innovation trials through the Shaw Trust Foundation.
- e) Work with Foundation trial teams and the Senior Foundation Research and Development Manager to identify partnership driven solutions and lead the engagement of external partners needed to deliver them.
- f) Lead on party conference plans and engagement.
- g) Represent Shaw Trust at external events, including seminars, conferences and workshops.
- h) Set the strategy for engagement plans, including political visits and content for external presentations by working with operational colleagues and the media & PR team as required.

3. Insights

- a) Monitor the employment policy landscape to enable proactivity on key issues.
- a) Write briefings for senior leadership around key political moments e.g. budget, white papers etc.
- b) Work with the Head of Impact Measurement and Evaluation to turn internal innovation and research into actionable policy positions.
- c) Prepare briefings and consultation responses on behalf of senior colleagues and the wider organisation.
- d) Write reports and papers, including thought leadership pieces, in conjunction with other departments across Shaw Trust.

4. General Support

- a) Establish effective working relationships with key Shaw Trust staff to facilitate information flow.
- b) Work across the wider Shaw Trust to ensure the Foundation's goals are aligned with broader organisational activities.
- c) Present, record, and store data in accordance with company standards.
- d) Maintain an active awareness of the Shaw Trust team's broader objectives and progress.

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.

4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p>Person Specification</p> <p>Job Title: Public Affairs Senior Manager</p> <p>(E=Essential D=Desirable)</p>
<p>SKILLS AND CORE COMPETENCIES</p>
<p>Technical competency (qualifications and training)</p> <ul style="list-style-type: none"> • Educated to degree level and/or significant experience within a relevant field (E) • Excellent knowledge of the UK policy landscape (Employment/Skills) (E) • Excellent knowledge and experience in use of MS Office suite (Word, Excel, Teams, Outlook) (E)
<p>Experience</p> <ul style="list-style-type: none"> • Significant experience of working in public affairs role (E) • Experience working in a consultancy, think tank, trade association, or major charity (D) • Experience of effective partnership building/management with internal and external stakeholders including building strong external relationships (E) • Experience in market scanning and identifying partnership opportunities (E) • Experience writing for external audiences (blogs, papers, or reports) (E)
<p>Skills and Attributes</p> <ul style="list-style-type: none"> • Excellent verbal and written skills and ability to communicate concisely and effectively and confidence to present at senior level (E) • Ability to create compelling narratives (E) • Ability to influence and persuade senior audiences for example within government (E) • Excellent report writing skills (E) • Strong commercial acumen and project management capability (E) • Proven skills and success in developing effective relationships with a range of stakeholders (E) • Highly organised with the ability to juggle multiple priorities (E) • Ability to translate technical research into easy-to-understand content (E)
<p>Personal qualities, communicating and relating to others</p> <ul style="list-style-type: none"> • Ability to think strategically (E) • Flexible and adaptable with the ability to cope with change (E) • Contributes to the broader success of the team when required (E) • Ability to work on own initiative and challenge preconceptions / practice (E) • Collaborative spirit and ability to work closely with senior leadership (E)
<p>Safeguarding</p> <ul style="list-style-type: none"> • Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults (E) • This post requires a Criminal Records Bureau disclosure at Basic level (E)

Other

- Understand and be able to demonstrate a commitment to Equal Opportunities and Diversity (E)
- Ability to travel on behalf of Shaw Trust as required (E)
- Previous experience of working in the not-for-profit sector (D)