

Group Member:		Luminate Education Group	
Job Title:		Public Affairs Manager	
Reports to:		Head of Communications and External Affairs	
Job Grade	F	Department	Communications

CORE RESPONSIBILITIES:

1. Deliver Luminate Education Group's public affairs strategy, ensuring our voice (and that of the education sector) is strengthened with key decision makers.
2. Monitor parliamentary activity and identify opportunities for Luminate Education Group to engage on relevant policy matters that affect education.
3. Craft written content for consultation responses, briefings, letters and press releases.
4. Have regular contact with key external stakeholders and keep abreast of the media landscape to provide internal forecasts to the communications department.
5. Ensure that senior members of the group are briefed on key parliamentary and government developments.
6. Lead on public relations relating to political and public affairs, working with the wider communications team to maximise these opportunities.
7. Mentor the wider communications team on political communications and public affairs.
8. Line manage communications officer or junior member of the team.
9. Develop relationships with key stakeholders internally and externally, with the ability to influence positively and effectively.
10. Organise political events and meetings to support with organisational objectives.
11. Create reports on public affairs and stakeholder engagement activity to help deliver insights and recommendations.
12. Demonstrate excellent organisational and leadership skills.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote relational practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of Luminare Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody the group's values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership

Using our robust business planning model to allow areas to have clear ownership over their vision and performance

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

Encouraging all to have aspiration and passion in everything they do.

Creative

Always hungry to learn and looking ahead so we can be responsive

Person Specification

Job Title:	Public Affairs Manager
Department	Communications

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criterion is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Degree in communications, journalism, public relations, politics or equivalent experience.	A / I / C
D	Q2. Relevant professional qualification.	A / I / C
E	Q4. Relevant English and maths qualifications to Level 3 or equivalent.	A/C
Experience and Knowledge		

Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Strong understanding and experience of public affairs and lobbying.	A / I
D	EK2. Knowledge of the British political system and local government.	A / I
E	EK3. Sound knowledge or experience of using public relations to engage with key stakeholders and influencers.	A / I
E	EK4. Experience of organising events and meetings for the purposes of engaging or influencing stakeholders and/or political figures.	A / I
D	EK5. Excellent people management, mentoring and networking skills.	A / I
E	EK6. Experience in writing a range of content for political purposes, with a proven track record of yielding desired outcomes.	A / I
D	EK7. Experience or knowledge of effectively tracking and monitoring stakeholder engagement in a large complex environment.	A / I
D	EK8. Demonstratable experience of delivering a public affairs or stakeholder engagement strategy.	A / I
Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent writing skills for reports, letters, briefings and consultation responses, with a great eye for detail.	A / I

E	SC2. Strong news sense and sound knowledge of the needs of different types of media.	A / I
E	SC3. Ability to keep up-to-date with key developments within the political sphere, especially in relation to education.	A / I
D	SC4. Experience of mentoring junior members of a team.	A / I
D	SC5. Ability to manage expectations with both internal and external audiences.	A / I
D	SC6. Ability to work to tight deadlines and use own initiative.	A / I
E	SC7. Must be organised and able to work under pressure.	A / I
D	SC8. Ability to think strategically to support organisational objectives.	A / I
E	SC9. Ability to think broadly, analyse the big picture and value diverse perspectives.	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I

E	B5. Commitment to restorative practice approaches	I
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