

Job Description

Job Title:	Stakeholder Engagement & Public Affairs Manager
Location:	Leeds with cross-working across the group
Salary:	LM1 - £34,213 - £37,375
Reports to:	Head of Communications
Staff responsibilities:	Communications Officer, Senior Communications Officer
Working hours:	37 Hours per week
Probation period:	6 months
Special conditions of the post:	N/A
Safeguarding:	All posts are subject to an enhanced Disclosure and Barring Service check.
Date of compilation:	February 2023

CORE RESPONSIBILITIES:

1. Develop and deliver a public affairs strategy for Luminate Education Group to ensure that 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. Be a key player in the implementation of a stakeholder management system that captures engagements from across the group.
7. Lead on public relations relating to political and public affairs, working with the wider communications team to maximise these opportunities.
8. Line manage a small team of communications officers and mentor the wider team on political communications and public affairs.
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. Excellent organisational and leadership skills.

DEPARTMENTAL RESPONSIBILITIES:

1. Undertake any other duties commensurate to the role, particularly in relation to communications.
2. Attend and assist at marketing events throughout the year which occasionally fall on evenings and weekends.
3. Report updates regularly to the Communications Management team, flagging opportunities and risks.
4. Seek to identify opportunities where the Communications team can work collaboratively on projects with wider department.
5. Undertake training sessions with wider teams and departments to enhance and build on communications knowledge.

COLLEGE RESPONSIBILITIES:

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 and to participate in review and development schemes.

Comply with college safeguarding procedures, including the promotion of the welfare of children and vulnerable adults studying at the college and commitment to the college child protection policy.

Comply with all college policies and procedures.

Reflect on and maintain knowledge of educational/professional research to develop evidence-based practice.

Act with honesty and integrity to maintain high standards of ethics and professional standards.

Manage and promote restorative practice approaches and the strengthening of relationships.

Comply with all legislative and regulatory requirements.

Promote a positive image of the college(s).

Any other duties commensurate with the level of the post, which may be required from time to time.

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Compiled By:	Luminate Education Group
Compilation Date:	February 2023

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 criteria 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
D	Q3. Line management training or 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	Support and promotion of equality, diversity and inclusion	I
E	Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	Commitment to the PREVENT agenda	I
E	Commitment to professional standards	I
E	Commitment to restorative practice approaches	I