

JOB DESCRIPTION

Job title	Senior Public Affairs Advocate
Pay band	5
Purpose of role	Delivers key elements of a public affairs strategy that enables the Programme team to respond quickly to developments, to anticipate changes and to influence government policy for the benefit of consumers.
Accountable for outcomes	<p>Contributes to the strategic purposes of Consumer Focus, with respect to:</p> <ul style="list-style-type: none"> • Open Markets - Raising the influence of consumers over the goods and service they receive to help people get better value. • Sustainability – Harnessing the appetite of consumers to more sustainable lifestyles: • Service – Improving customer service and cutting the high level of unnecessary problems that generate complaints from the consumers • Access – Creating an economy in which everyone can access the essential services they need and the poor no longer pay more or get less for their money as consumers
Reports to	Public Affairs Manager
Direct reports	Public Affairs Advocate(s)
Key (peer) relationships	Programme teams Communication teams
Key accountabilities	<p>Research, Monitoring and Intelligence-gathering</p> <p>As directed by Public Affairs Manager, Principal Public Affairs Advocate, Head of Communications or Programme Lead:</p> <ul style="list-style-type: none"> • Commissions and conducts research as appropriate • Maintains effective monitoring service covering issues relevant to the Programme from official and media sources including House of Commons, House of Lords, Scottish Parliament, Welsh Assembly, European Commission etc. plus government departments, think tanks, trade associations and interest groups • Provides early warning system of breaking political or regulatory news, forthcoming debates and PQs • Analyses political developments, consultations and other developments explaining the context and significance of the issue and proposing realistic responses and actions • Provides briefings and intelligence on new officials Ministers and other key influencers • Maintains legislative calendar, initiating legislation, contributing to drafting bills, responding to consultations and providing responses as required.

	<p>Government Relations</p> <p>On behalf of the Public Affairs Manager, Principal Public Affairs Advocate, Head of Communications or Programme Lead:</p> <ul style="list-style-type: none"> • Maintains positive relationships with influential European, central, local and devolved government Ministers and officials to keep pace with the myriad interventions which shape policy. • Maintains a watching brief over the political arena identifying developments which will affect the Programme and working through appropriate responses the team • Contributes to an effective lobbying force to promote Programme issues across a wide range of stakeholders • Maintains methods of public policy forecasting and risk assessment relevant to Programme issues • Supports coalitions and stakeholder groups providing consistent messaging to amplify the Programme's voice • Prepares responses to FOI and PQs for Principal Public Affairs approval. <p>Stakeholder Management</p> <p>In the wider forum of stakeholder relations:</p> <ul style="list-style-type: none"> • Identifies and nurtures key relationships which influence or impact the issue or topic • Builds own networks to assist with the promotion of new policy and to gain insights into new developments • Challenges poor performance and indifference to consumer interests • Where appropriate maintains effective relationship with regulators <p>Media Relations and Campaigns</p> <p>Under the direction of the Public Affairs Manager, Principal Public Affairs Advocate, Head of Communications or Programme Lead contributes to:</p> <ul style="list-style-type: none"> • Planning and execution of Programme campaigns to engage and influence target opinion leaders and key decision makers • Creation of compelling messages, arguments and cases to persuade key influencers to support Programme policies and act as advocates for proposed solutions and actions • Maintaining specialist media relations creating alliances to finesse stories along policy lines or to rebut negative press • Producing draft media material relevant to the Programme, writing and selling stories and identifying newsworthy issues • Contributing commentary expertise to support the Programme • Providing support to assist the management of media crises and negative press
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	<p>Political Event Management</p> <ul style="list-style-type: none"> • Organises events to draw in political targets to inform them on Programme issues and development work, including conferences, platform-sharing and opinion leaders/decision makers dinners • Maintains event calendar <p>Measuring campaigns</p> <ul style="list-style-type: none"> • Maintains methodology for measuring the effectiveness of campaigns • Reports campaigns' effectiveness in relation to objectives, campaigning tools, participation and reach and the effectiveness of arguments and messages
<p>Knowledge and Skills</p>	<p>Experience and knowledge</p> <p>The post holder will have the following experience and knowledge:</p> <ul style="list-style-type: none"> • management experience in the private, public or voluntary sectors, including delivering projects to time and within budget • a background of building alliances and working collaboratively to amplify issues and capabilities • a track record of ingenuity, using limited resources to deliver innovatively • acknowledged expertise in the public affairs issues relevant to the role, for example in the fields of social, economic or competition policy, particularly from the consumer perspective (although it is not necessary to have a consumer-based track record) • an understanding of working with government and business decision-makers, including a close knowledge of devolution and an understanding of the nature of accountability and independence in a public sector body • empathy for the specific issues facing vulnerable and disabled consumers and how these can be overcome in the market. • experience in working collaboratively within high performing teams <p>Personal qualities and skills</p> <p>The post holder will have the following skills and personal qualities:</p> <p>Communication</p> <ul style="list-style-type: none"> • communicates clearly and concisely, adapting their style to audiences to ensure maximum impact. • able to structure and communicate the most difficult ideas with relative ease, providing straightforward and accurate information to persuade and inform • actively listens to others, demonstrating empathy and sensitivity, asks well-structured and searching questions

	<ul style="list-style-type: none"> • builds, maintains and exploits relationships, networking purposefully and effectively <p>Campaigning</p> <ul style="list-style-type: none"> • strong influencing skills and able to impact senior stakeholders (for example Ministers, regulators, business, other consumer organisations) and to maintain productive relationships with them; • political and public affairs expertise, sensitive to the implications for policy across a wide range of government departments. • the drive and ability to design consumer intelligence, policy analysis and communication into the delivery of practical advocacy <p>Leadership</p> <ul style="list-style-type: none"> • the ability to inspire others and maintain dynamism in their own work • strong people and team skills; • ability to support and advise senior staff and colleagues on public affairs strategies and approaches to maximise benefits <p>Enterprise</p> <ul style="list-style-type: none"> • flexibility, with the ability to think creatively to identify innovative opportunities for the organisation • able to generate new ideas and work with others' ideas to influence quickly new thinking and deliver new solutions <p>Intellectual and analytic skills</p> <ul style="list-style-type: none"> • wide intellectual range and strong analytical reasoning skills • a focus on impact for consumers as the cornerstone of organisational culture and performance. • Sets high and demanding personal goals continuously challenging their own and others assumptions and approaches.
Competencies	<p>Identify competency and level required:</p> <ul style="list-style-type: none"> • Purposeful and responsive influencing – Level 2 • Filtering, judging and acting – Level 2 • Integrity – Level 4 • Walking the talk on customer service – Level 4 • Working together for the business – Level 4 • Relationship building – Level 3
Location	Cardiff, Glasgow or London