**Job Profile Information: Public Affairs Manager**

**This supplementary information for *Public Affairs Manager* is for guidance and must be used in conjunction with the Job Capsule for Communications Job Level 4 Zone 2, Camden Way Category 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

This role is the technical and expert lead for the Council’s public affairs work. The role also takes part in media relations activity. Focus will be on the Council’s Cabinet priority policy areas including the financial challenge, HS2, Housing policy, environmental policy and other issues that will support the objectives of the Camden Plan. The post holder will lead a well-planned public affairs and media strategy that builds awareness and support for Camden’s priorities across a wide range of stakeholder groups. This will include producing creative and effective plans for reaching MPs, councillors, government ministers, the opposition frontbench, Mayor of London, London Assembly Members, third party advocates, the media and Camden residents and businesses.

**Example outcomes or objectives that this role will deliver:**

• Effective public affairs and media strategies for the Council that raise awareness and support for Camden’s priorities in relation to Camden Plan, and which contribute to improving and developing the policy offer to the borough.

• Monitoring and influencing Parliamentary and Government activity to identify public affairs opportunities, and supporting the Leader, members and officers in responding to key events, including new legislation, public consultations, select committees etc.

• Identifying media opportunities and creating a steady flow of proactive media stories for public affairs priorities to promote and build awareness and support for Camden’s position.

• Anticipating issues, spotting opportunities and promoting new ideas for public affairs campaigns, as well as developing responses to media stories to protect Camden’s reputation

• Maintaining, developing and delivering stakeholder engagement with a variety of political stakeholders

• Excellent knowledge of who are stakeholders are, and of the best ways to approach, engage and influence them

• Developing lines to take and ensuring these messages are communicated consistently and effectively across the organisation

• Providing briefings for senior officers, the Leader of the Council and members ahead of key external opportunities, meetings and events.

**People Management Responsibilities:**

The role has no direct line management responsibility.

The post holder may from time to time have oversight of the work of a Communications Officer or Communications Assistant on a specific project as part of the flexible matrix operating model in Communications.

The role will embrace the ethos of a self-managed team, where resources are used flexibly to deliver agreed priority areas of work.

**Relationships;**

This post reports the Head of Media & External Relations

The post holder will be the Council’s lead for public affairs and provide advice to the Leader, Cabinet and senior managers.

The post holder will have, maintain and develop strong relationships with external stakeholders identified in public affairs campaigns.

The role may be required to represent the Council at external meetings with partners, community groups and professional bodies such as London Councils, CIPR and LG Communications.

**Work Environment:**

The Communications service is based at 5 Pancras Square where all staff work in an agile way in line with Camden’s move to a paperless and flexible work environment. The role will co-locate with services for periods of time in relation to specific campaigns.

The post holder will be required to participate in an out of hours emergency planning rota and may be required to attend occasional weekend and evening meetings.

**Technical Knowledge and Experience:**

* Degree level qualification or equivalent work experience
* Experience/knowledge of the public affairs landscape, Parliamentary processes, stakeholder engagement and relationship management
* Detailed knowledge and understanding of local, regional and national political processes, timetables for key events and main stakeholders and their roles
* Experience providing strategic advice to senior managers and high profile officials
* Excellent performance management and project management skills including managing public events
* Strategic planning and resource management skills
* Experience leading partnership working and managing stakeholder relationship
* Experiencing of producing public affairs and media strategies/plans to meet the needs of a high profile organisation
* High level of political awareness and sound judgement
* Sound track record in building strong client relationships
* Crisis communications and emergency planning skills
* Excellent verbal and written communication skills

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>