

ROLE PROFILE - Public Affairs Manager Communications

Career Framework: Policy & Advisory Level 5 (lower)

Role Purpose:

Work with the Head of Public Affairs to deliver a programme of proactive strategic engagement, raising the SRA's profile and reputation with political audiences, developing and maintaining effective relationships with other key stakeholders, and supporting the delivery of stakeholder engagement and communications for key projects

Outcomes:

- Co-ordinate and manage a proactive political and parliamentary engagement programme, along with the Head of Public Affairs to raise the profile and reputation of the SRA
- Work with business units across the SRA to develop and deliver programmes of stakeholder engagement – and wider communications - to support key projects
- Develop and manage individual relationships to achieve meaningful engagement with a broad range of key influencers
- Draft or contribute material for briefings, speeches and presentations given by the Chair, Chief Executive and members of the Senior Management Team, as required
- Work closely with colleagues within the Public Affairs and wider External Affairs team ensure the quality and success of stakeholder events
- Line management of the Public Affairs and Stakeholder Relations Officer to deliver high quality work supporting the objectives of the Public Affairs team.

Knowledge, Skills & Experience:

Essential

- Proven experience of effective engagement with key political and parliamentary stakeholders
- Excellent knowledge of the workings of Westminster
- Experience of diverse stakeholder relationship management
- Experience of supporting and working with internal customers
- Demonstrable experience of drafting speeches, presentations and briefings for senior level staff.
- First-class written and verbal communication skills
- Excellent strategic communication and organisational skills.

Desirable

- Experience of managing events
- Experience of using a range of corporate communications channels, including social media
- An understanding of the political landscape in Wales
- Experience working for a regulator or other consumer-interest organisation

This role profile is aligned to the SRA career framework.

The career framework profile outlines the generic requirements which are common to all roles within this type and level. This role profile outlines supplementary role specific requirements. The two profiles should be read in conjunction.