



Public Affairs Manager

Functional Team: Campaigns

Reports To: Head of Campaigns

Salary: £44,000 - £53,900

Location: Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc,

MISSION OBJECTIVE

The Public Affairs Manager sits in the wider campaigns team: rooting themselves in the priorities and lives of supporters and target audiences, our campaigns team creates opportunities for impact on issues which can improve their lives and serve our vision of changing the country to become fairer, more respectful and more sustainable.

This new role, alongside the Media & Communications Manager, will work closely with members of the 38 Degrees campaign team to drive our public affairs and media offering, and play a key role in further building our profile and reputation.

Reporting to the Head of Campaigns the Public Affairs manager leads 38 Degrees' public affairs approach which is designed to boost the impact of our campaigns and showcase the experiences and voices of our community, so that they are heard by decision makers. These may be political decision makers (MPs, Ministers, Opposition parties, Metro Mayors, Council leaders) or corporate decision makers.

The Public Affairs Manager will be responsible for relationship building, forming strategic partnerships, research and briefings, coordinating events, strategic communications - to help 38 Degrees achieve its strategic direction, which seeks to run and win campaigns which make our country fairer, more respectful and more sustainable. The Public Affairs Manager's work will also help boost our reputation for being a representative, impactful and a respected force in UK campaigning.

This job describes the role of the Public Affairs Manager. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our community of supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

ANALYSE



- Responsible for coordinating 38 Degrees Public Affairs approach, which combines pressure and persuasion in service of impact and puts 38 Degrees' supporters' lives and experiences at its heart.
- Clarifies and communicates our agenda with decision makers - a fairer, more respectful, more sustainable country.
- Coordinates the building and maintaining of strategically significant relationships and partnerships with relevant stakeholders - crafting plans, identifying priorities, monitoring progress and impact.
- Coordinates reputation and campaign based events aimed at increasing visibility and boosting relationships with decision makers e.g. party conferences.
- Identifies where and how we can add value for decision makers, including through coordinating 38 Degrees public opinion research e.g. polling, MRP, focus groups and surveys of constituents/consumers within our community,
- Drives the strategic initiative which sees 38 Degrees campaigns set ambitious and discrete measurable strategies for impact. Sets a common approach and fosters a culture which means we monitor and evaluate success consistently.
- Plays a key role in driving forward other strategic initiatives which can contribute to Public Affairs impact- putting the lives and experiences of our community at the heart of our approach, fostering strategically significant partnerships, telling the story of the country we are aiming for and clearly communicating our agenda with decision makers.

COLLABORATE



- Holds public affairs project management and prioritisation, including forming teams, crafting project plans, and setting priorities.
- Responsible for updating the team on political and corporate implications to our campaigning work.
- Responsible for supporting campaigns teams to improve their impact, where PA initiatives can help achieve that.
- Monitors 38 Degrees' relationship building programme with target decision makers.
- Seeks out opportunities for 38 Degrees spokespeople to take part in relevant events e.g. party conferences, and sometimes acts as a representative of the organisation.

MANAGE THE PROJECT CYCLE



- Inspiring ambition and driving for excellence
- Celebrating successes and embedding lessons not just to improve our PA team's performance, but the wider organisational approach to campaigning too.
- Fostering a good balance between focus on public affairs and a focus on embedding understanding and excellence within the wider campaigns team.

TARGET SKILLS PROFILE



Demonstrated capacity gained through substantial experience of how to apply organisational strategies to a public affairs approach, and evidence of having done so.

Leadership and Management

- Proven ability to lead, manage and motivate people, contribute to organisational/functional level decision making and support the management of the associated impact.
- Effectively plans and manages allocated resources and budgets.
- Assess and mitigate against risks to ensure the sustainability and reputation of 38 Degrees.
- Makes a major contribution to the organisation's strategy by ensuring functional strategies, plans and objectives are aligned
- Makes skilled and thoughtful proposals about strategy for their area of responsibility, ensuring alignment to the plans and objectives of the function.
- Effectively adapts to change - is able to support wider organisational change initiatives and translate this to the team.

CONCEPTUAL

Substantial understanding of how to measure, reflect and influence public opinion through public affairs.

APPLIED

Select the relevant resources for our public affairs approach appropriate for our community of supporters and audiences. Manage in line with organisational projects and strategy.

POLITICAL KNOWLEDGE

A keen understanding of the political landscape and an ability to apply political knowledge to develop effective public affairs approaches and tactics.

Substantial demonstrated skill in managing relationships with internal and external stakeholders.



COMMUNICATION SKILLS

INTERNAL

Ability to communicate ideas to enable the public affairs team to integrate change to strengthen the approach and relationships with partners and external stakeholders.

EXTERNAL

Manage and support teams to create a shared understanding of 38 Degrees' public affairs approach to foster successful stakeholder relationships and partnerships. Engage with equivalent stakeholders.



EXECUTION SKILLS

Demonstrable substantial experience of commissioning and interpreting/communicating research for wider audiences e.g. sophisticated public opinion research.

TIMELINESS

Ensure public affairs project targets/outputs are consistently achieved within standard timeframes; are understood, applied, and collaboratively achieved across teams.

QUALITY

Deliver public affairs outputs that are consistent in quality and relevant to our community of supporters and audiences.

TARGETED SPECIALISED KNOWLEDGE

- Substantial experience in political campaigning (i.e. party politics, public affairs, similar campaign group)
- Sophisticated political knowledge and awareness.
- Substantial abilities to communicate and lobby decision makers, and evidence of having done so effectively.

