

SENIOR PUBLIC AFFAIRS MANAGER

Job Ref: REQ221525

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Loughborough University is an amazing place to work. We're ranked top ten in every national league table, named Sports University of the Year 2022 and hold a global reputation for sporting excellence.

We have two outstanding campuses; our Loughborough campus is based in the heart of England and is the University's most glorious asset with world class facilities and plenty of green open spaces. Loughborough University London is our incredible post graduate campus which is part of an exciting community of organisations, creatives, and education providers.

With an atmosphere of determination, ambition, and desire to make a difference, our collaborative environment inspires both staff and students to be the very best they can be. With over 3,000 members of staff you can expect huge variety and new opportunities every day.

This post will be based on the London Campus.

Job Description

Job Grade: Management and Specialist grade 8

Job Purpose

The postholder will lead a programme of work to develop and strengthen relationships with influential individuals and organisations and key opinion formers, on behalf of the University's Policy Unit, in order to promote and enhance the University's reputation, particularly at national and international levels. In particular, the postholder will develop and deliver government and parliamentary stakeholder engagement devising and delivering a programme of work with policy makers, civil servants, parliamentarians and other key stakeholders to promote and enhance the University's reputation as a leading research institution.

The postholder will also work with the Head of the Policy Unit in devising and undertaking a programme of internal communications activities targeting staff, current students and on-campus partners.

Job Duties

Leadership:

- To lead the public affairs programme of the University Policy Unit, in particular with Westminster and Whitehall; and to support the delivery of policy engagement with key stakeholders in the East Midlands.

Communications

- Proactively develop and implement a programme of activities, projects and campaigns to engage and build relationships with influential individuals and organisations and decision-makers (such as MPs, think tanks, thought leaders and bloggers), working with the Head of the Policy Unit and with Marketing and Advancement colleagues, where appropriate
- Work with the Head of Policy Unit on initiatives to build the profile, reputation and political influence of the University's policy and research work

- Work alongside selected research teams to facilitate access to senior policy-makers and influencers, including Ministers, government departments, parliamentarians, Think Tanks and other agencies
- Identify current and emerging political policies, issues, trends and events, with which the Policy Unit can take a leadership role, on behalf of the University
- Undertake a review or audit of the scope and nature of the University's current policy and political relationships with key stakeholders and establish a University-wide database and relationship management system
- Establish and lead an internal 'policy and public affairs' network, working with colleagues in Marketing and Advancement and other teams
- Work with Policy Unit colleagues to develop and oversee the implementation of a programme of briefing and other activities, utilising appropriate materials and channels, aimed at staff, current students and other individuals and groups based on the University campus
- Lead the production of digital, online and print collateral for internal and key external stakeholder audiences on behalf of the Policy Unit, working with the Marketing team
- Contribute to, edit and commission items as required to support corporate publications.

Monitoring & Evaluation:

- Monitor initiatives and campaigns to ensure ROI and engagement levels
- Measure and analyse campaign and project success and provide regular updates and reports to senior colleagues and appropriate section heads

Internal Liaison:

- Work with a number of central service departments and University Schools to develop effective communications channels between departments
- Contribute to broader initiatives and activities undertaken by the Policy Unit and the wider Marketing and Advancement team

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Head of the Policy Unit

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Senior experience in a public affairs, communications or PR role	1,3
	Proven and demonstrable experience of delivering campaigns and results	1,3
	Experience of developing original copy and content for promotional collateral	1,3
Skills and abilities	Strong project management skills	1,3
	Highly developed copywriting ability, proofing and editing skills	1,2,3
	Proven communications planning skills	1,2,3
	First-class presentation skills	1,3
	Effective and confident communicator (written and verbal)	1,2,3
	Current and relevant knowledge of social media use in stakeholder communications	1,3
	Current and relevant knowledge of digital communications	1,3
	The ability to build, nurture and maintain a strong network of stakeholder contacts	1,3
	Excellent attention to detail	1,2,3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	
Qualifications	Hold a degree or equivalent experience	1,3
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Willingness to work flexibly and to work occasional out of hours where required.	1,3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	1,3
	Experience in a parliamentary role	1,3
	Experience of event planning and management	1,3
	Experience of the supervision and line management of staff.	1,3
Skills and abilities	Awareness/knowledge of Higher Education issues	1,3
	Web updating skills	1,3
	Awareness of key legislation e.g. FOI, GDPR and Copyright law	1,3

Qualifications	Chartered Institute of Marketing Diploma or Chartered Institute of Public Relations Diploma or equivalent	1,3
	Membership of the CIM or CIPR	1,3

Conditions of Service

The position is full time and open ended. Salary will be on a Management and Specialist Grade 8 £54,949 – £61,823 plus £3,350 allowance per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>