



Job and person specification: Public Affairs Manager

Department: Campaigns and Policy Department

Location: National CPRE, London

Reporting to: Head of External Affairs

Responsible for: Public Affairs Officer

Job summary – the big picture

Manage the Public Affairs team to devise and implement public affairs plans and ensure effective relationships in Westminster and Whitehall in support of CPRE's campaign objectives.

Scope

- Makes functional based decisions on public affairs strategy implementation and constant operational ones
- Some autonomy to develop CPRE's public affairs plans but will consult with the Head of External Affairs on significant or medium risk decisions
- Some authority to sign off public affairs briefings and communications for policy makers
- Represents CPRE in medium level political and public fora, and occasionally high level
- Makes recommendations on public affairs strategy and influencing techniques to key internal stakeholders, including CPRE's network of local groups

Key people – who you will be working with

- Internal – External Affairs team, Land Use and Planning Team, Rural Economies and Communities team and key teams in Engagement and Income department
- External - represents CPRE at medium level political, donor, media and partner audiences
- CPRE's network of local groups – regular contact with team and county branches

Main areas of responsibility – the day-to-day work

- Develop and implement public affairs strategies and plans that will maximise CPRE's influence with policy makers in line with CPRE's priority issues
- Ensure all written outputs from the Public Affairs team are produced to a high standard, including emails, letters and briefings to Ministers, Shadow Ministers, MPs and Peers
- Oversee the planning delivery of high quality and impactful public affairs events, supporting the *Public Affairs Officer* in their event management



- Lead on professional, meaningful and clear evaluation and reporting of CPRE's public affairs work, including outputs and outcomes
- Ensure CPRE maximises opportunities to raise profile, improve reputation and increase influence for key political moments and hooks, including local and national elections, the Budget, the Spending Review and the Queen's Speech
- Ensure a strong presence for CPRE at party conferences, including the delivery of high profile events and an active contact programme with policy makers
- Represent CPRE in political influencing coalitions on specific issues such as Greener UK and Link
- Help ensure positive external perceptions of CPRE's public affairs work
- Support and upskill colleagues in public affairs where appropriate, including policy colleagues and our network of local groups
- Role model CPRE's values and behaviours and coach team members to do the same
- Manage the public affairs team to ensure fulfilment of performance objectives, ensuring efficient use of resources, and providing good communication and support, including wellbeing
- Take proactive responsibility for own development and that of others through learning, networking, self-appraisal and other opportunities for growth

Main areas of responsibility – what you need to do the job

- Significant political influencing experience with demonstrable tangible successes
- Significant experience of individual lobbying and influencing of policy makers
- Experience of organising high-profile public affairs events
- Significant experience of understanding and influencing the political context in areas relevant to CPRE's purpose
- Significant experience of developing and maintaining influencing networks with political audiences
- Experience of working independently, making sound decisions based on evidence
- Experience of individual line management and effective supervision
- Excellent written and oral communication skills
- Excellent interpersonal skills with the ability to influence others at all levels both internally and externally
- Strong project management skills
- Ability to work effectively under pressure and often to conflicting deadlines
- Ability to work constructively and professionally with colleagues from different teams and different levels of seniority