**Job Summary**

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| **Post Title** | Head of External Affairs | **Pay Grade** | Grade 14 |
| **Directorate**  **Service Area** | Deputy Chief Executives  Policy and Communications | **Line Manager** | Service Director Policy and Communications |
| **Work style**  **(Delete as applicable)**  **Location** | Any desk  Aylesbury | **Job Family**  **&**  **Role Profile** | Leadership L14 |
| **DBS Check Required?**  **(Delete as applicable)** | No | **Compulsory Covid Vaccine Role** | No |

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| **Section 1: Job Purpose and Job Context** |
| To develop and provide strategic leadership across a wide variety of high-profile external engagement activities for the Council to influence key national strategies and policies, benefit from opportunities to secure additional funding and to enhance the council’s reputation.  Create innovate solutions to showcase the council as an ambitious and creative organisation.  Working alongside colleagues across the council to lead activity as well as work collectively with others to develop and support our work to influence public policy, build and maintain a strong reputation and find common ground with our stakeholders. |
| **Section 2: Main Responsibilities and Duties** |
| The role will work collaboratively across the Council and in particular working closely with senior members and officers with a focus on the following key responsibilities:   * **Lobbying**: Identify opportunities and develop strategies to influence stakeholders on specific policy or legislation proposals at a local, national or international level. Where appropriate post holder will lead the engagement activity. Post holder will be expected to recommend on what issues and advise the Leader, members of Cabinet, members of the Corporate Management Team (CMT) and Service Directors at what stage through the appropriate process we should get involved and how this should happen. * **Public Relations**: Working closely with the Communications and Engagement team and other key departments to identify opportunities and to lead where appropriate the development of imaginative and bold strategic communications.  Develop strong relationships with key media outlets and individuals to support and compliment the Council existing relationships to enhance its reputation on a regional, national and international level. * **Monitoring**: Develop and maintain monitoring processes which cover all key activity including political and non-political stakeholders. This would include Parliament, Whitehall, International, European & Devolved Institutions, political parties, local government, public bodies, think tanks, pressure groups, debates, committee inquiries, the media, new and evolving legislation and regulation. Regular reporting to be developed to inform the Leader, Cabinet, CMT, and senior officers, and where appropriate strategic partners. * **Organising and attending events**: Organise appropriate events in order to provide opportunities to showcase council achievements and plans. Role holder will also attend related seminars, conferences, Government Departmental stakeholder meetings, and other events related to key council priorities. * **Awards and other opportunities to showcase success**: Identify and lead on maximising opportunities where the council can showcase innovation, creativity and success in the delivery of services and improved outcomes for residents, businesses and communities across the county. * **Providing information to stakeholders**: As required post holder will be required to convey information to stakeholders in a concise, efficient and honest manner. This could be through submissions to government consultations, answering letters from stakeholders, writing internal and external briefing papers, preparing speeches and presentations and producing leaflets and newsletters or by holding one-to-one meetings. * **Networking and Contacts**: Build up and develop a network of relationships across all relevant sectors, including regional and national bodies including the LGA, CCN, SESL and LGiU, through which the aims and objectives of the Council can be promoted and outcomes achieved. Lead the ongoing development and management of the Buckinghamshire Swans ambassadorial scheme.   The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by the Service Director for Policy & Communications. |
| **Section 3: Values and Behaviours** |
| We expect your values and behaviours to reflect the values of the organisation:  **Proud**   * Perform to your best every day * Cares about delivering the role and setting high standards * Upholds the reputation of the service and the wider Council   **Ambitious**   * Ambitious to learn, develop and fulfil potential * Ambitious to do things better * Solution focused looking for suitable resolutions   **Collaborative**   * Effectively engages with others sharing ideas and solutions * Able to look at things from different perspectives * Happy to work with others to achieve outcomes   **Trustworthy**   * Accountable for actions * Behaves professionally and to professional standards * Quick to respond and show initiative |

The following criteria will be assessed from information provided on your completed application form, during the shortlisting and assessment process, and from your references.

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| **Section 4:**  **Knowledge, Skills and Experience**  **(taken from role profile)** | **Job Specific Examples** | **Essential** | **Desirable** |
| Considerable experience and success working as a lobbyist working with political and non-political individuals and organisations. |  | x |  |
| Track record of practical and successful engagement with a wide range of external bodies including local and national media, Central Government departments and agencies, and other relevant regional and national organisations. |  | x |  |
| A proven track record of influencing strategic decision-makers. |  | x |  |
| Experience of effective organisational ‘brand’ market-place positioning and promotion. |  | x |  |
| Knowledge of the complexities and nuances of local government, central government, or civil service. |  | x |  |
| Significant experience within local government or a similarly complex sector or body |  |  | x |
| Appreciation of the complex policy and regulatory landscape for local government. |  | x |  |
| Able to demonstrate innovation and creativity in engaging stakeholders and developing materials share with others. |  | x |  |
| Experience of successfully managing directly and indirectly teams of individual with differing professional skills and experience to achieve required outcomes, including the appropriate allocation of resource. |  | x |  |
| Extensive knowledge and experience of developing and communicating corporate strategy and of work pro-actively to achieve strategic priorities. |  | x |  |
| Excellent written and oral communication skills and the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders. |  | x |  |
| Able to challenge and influence others, internally and externally, to ensure that the right outcomes are achieved. |  | x |  |
| Advanced influencing and negotiation skills and the ability to analyse high volumes of complex data. |  | x |  |
| Experience of advising and influencing senior Members and officers in a local government context, or of working within a political environment or context |  |  | x |
| Experience in horizon scanning and research, including providing clear and concise summary reports in a timely manner on key issues / data / implications on policy. |  | x |  |
| Strong ability to work flexibly - managing changing and competing priorities and absorbing new information rapidly to address complex issues. |  | x |  |
| Able to work on multiple areas at the same time and quickly learn new subject matters and analyse various data sources. |  | x |  |
| Able to systematically analyse information and cut through complexity to bring clear, relevant and intelligible recommendations. |  | x |  |
| Proven ability to identify standards and performance requirements for own and partner organisations and to deliver effective performance management. |  | x |  |
| Able to apply judgement, creativity and flexibility to solve complex problems and generate new ideas. |  | x |  |
| Ability to identify, analyse and take action to effectively manage risk to meet strategic objectives. |  | x |  |
| Demonstrable experience of implementing and implementing change. |  |  | x |
| Programme and project management skills. |  |  | x |
| Experience in managing and reporting against budgets. |  |  | x |
| Highly proficient in the use of general office ICT systems. |  | x |  |

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| **Qualifications** | **Essential** | **Desirable** |
| Relevant degree or equivalent education/experience. | **🗸** |  |
| **Other Requirements** | **Essential** | **Desirable** |
| **Full Course Covid-19 Vaccination**  The Health and Social Care Act 2008 (Regulated Activities) (Amendment) (Coronavirus) Regulations 2021 ('the Regulations'). These regulations require registered persons of all CQC registered care homes (which provide accommodation together with nursing or personal care) to ensure that a person does not enter the indoor premises unless they have been vaccinated. This is subject to certain exemptions. |  | n/a |
| **Politically Restricted Post**  The Local Government and Housing Act 1989 prevents certain officers from taking part in political activities, such as holding office as a local councillor.  There are broadly two categories of restricted posts:  Posts which are ‘specified’ as per Section 2(1) of the LGHA 1989 and Posts which are ‘sensitive’, which means that they are politically restricted by virtue of the nature of the role, rather than the job title. | Y |  |

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| This job summary is not intended to be exhaustive and it is likely that duties may be altered from time to time in the light of changing circumstances, in discussion with the post holder. This job summary is intended to provide a broad outline of the main responsibilities only. The post holder will need to be flexible in developing the role with initial and ongoing discussions with the designated manager. |