

Job Description: Public Affairs & Campaigns Adviser

Reports to: Head of Public Affairs and Stakeholder Engagement /
Public Affairs and Communication Manager

Directorate/Team: Communications / Public Affairs and Stakeholder Engagement

Grade: 4

Job Purpose:

To work collaboratively as part of the Public Affairs and Stakeholder Engagement team to contribute to the development and review of the LGA's public affairs and campaigns. This will mean working with colleagues from across the LGA to help enhance the political influence and public profile of both the LGA and local government.

To work as part of a team that influences parliamentary debates, select committees and legislation in order to secure positive change on behalf of local government.

To support LGA councillors and member councils to engage with Parliament, including briefing senior LGA members and officials ahead of parliamentary inquiries and as part of the LGA's party conference engagement.

Core Accountabilities:

1. Support the Head of Public Affairs and Stakeholder Engagement and wider organisation in achieving the LGA's aims and objectives.
2. Support the Head of Public Affairs and Stakeholder Engagement in delivering the LGA's Public Affairs objectives, by working on a cross departmental basis to secure a high profile for the LGA in Parliament and with stakeholders from across the public, private and voluntary sectors.
3. Undertake all responsibilities with due regard to the LGA's policies and practices for Health and Safety, Equal Opportunities and Environmental.
4. Participate in relevant LGA projects that support the delivery of the LGA Business Plan.
5. Undertake any other duties and responsibilities appropriate to the post.

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Specific Accountabilities:

1. Work as part of the public affairs team to ensure that Members of Parliament and Peers are briefed ahead of parliamentary debates affecting local government.
2. Work with the Head of Public Affairs and Stakeholder Engagement to ensure the LGA provides timely written evidence to parliamentary select committees and All-Party Parliamentary Groups.
3. Work with colleagues, to help increase the political and parliamentary profiles of the LGA's member councillors and senior executives. This includes helping to prepare LGA witnesses to appear before Parliamentary committees by providing them with comprehensive briefings, both in writing and in person.
4. Work with the Head of Public Affairs and Stakeholder Engagement to organise high impact public affairs events and ensure the LGA has a high corporate profile at the autumn party political conferences. This includes organising high impact briefings that will build the LGA's network of support in Parliament, supporting the LGA's annual local government parliamentary reception and organising Smith Square debates. Work with colleagues from across the LGA to promote the events and brief speakers.
5. Provide perceptive, insightful information, intelligence and advice on politics that can be used to identify opportunities for the LGA, build the organisations public affairs profile and support wider communications activity.
6. Work with the Head of Public Affairs and Stakeholder Engagement and colleagues across the Communications Directorate to offer public affairs advice and support to member councils. This will support the LGA's communications improvement support offer and support councils in their work managing key stakeholder relationships, such as those with Members of Parliament.
7. Work with the Head of Public Affairs and Stakeholder Engagement, Media Relations and Campaigns and Marketing teams to ensure the LGA builds its network of support with stakeholders from across the public, private and voluntary sectors.
8. Working closely with LGA colleagues – including those in the Political Group Offices, Campaigns and Marketing, Media Relations, Member Communications, Events, Web and Policy teams – to ensure that the LGA has a respected and high profile public affairs function that secures positive change for local government.
9. Support the Head of Public Affairs and Stakeholder Engagement in ensuring that the Public Affairs team is established as the first port-of-call for queries from MPs, peers, political parties, Parliamentary staff, think tanks and stakeholders on LGA policy recommendations and local government-related subjects. Work to promote and enhance the reputation of local government and, when necessary, defend the councils reputation.
10. As required by the Head of Public Affairs and Stakeholder Engagement, work with colleagues to help produce regular forward-looking grids which summarise, schedule

and co-ordinate future LGA public affairs and campaigning activities, announcements and other initiatives.

11. Enhance the impact of the Public Affairs and Stakeholder Engagement team by helping to ensure that services within the remit of the post are delivered efficiently and effectively and handling all other resources in ways which maximise the value-for-money secured by the LGA on behalf of its membership.
12. Undertake out-of-hours duties as necessary, such as attending parliamentary, political, think-tank and campaign-related events.
13. Undertake any other reasonable duties as may be required commensurate with the level of the post.

Relevant Contacts:

Local Authorities

- Portfolio holders and other lead members
- Senior officers
- Sector experts/professional bodies
- National, regional and sub-regional organisations and other groupings of councils
- Central Government Departments
- Civil servants
- Special advisors

LGA

- Programme Boards
- Programme Heads
- SMT
- CLT

Other

- Third Sector
- Private Sector partners
- Parliamentarians
- Peers
- Opinion formers
- Think tanks

Person Specification: Public Affairs and Campaigns Adviser

Knowledge and experience

- Relevant professional or academic qualification, or able to demonstrate significant practical experience.
- Previous experience working for a parliamentarian, select committee or other lobbying or campaigning organisation.
- An excellent understanding of Westminster, Whitehall and local government, including the interface between local authorities, national government, political parties and opinion-formers.
- Experience and evidence of success in positively influencing relevant opinion-formers, including influencing primary legislation, a parliamentary debate, a select committee report or working with parliamentarians to secure the tabling of parliamentary questions.
- Experience monitoring parliamentary business in order to identify opportunities to influence Parliament and build contact with Members of Parliament and Peers.
- Evidence of success in working to deliver public affairs plans and corporate campaigns.
- Experience in aligning public affairs and campaigning activity with colleagues in other disciplines, including media, policy and campaigns.
- Appreciation of the need for consistent and prioritised communications messaging.

Skills & abilities

- Able to build and maintain positive working relationships with politicians, officials, support staff and opinion-formers from a range of organisations, and across the political spectrum.
- A team player - with an open, personable style - who sets a good example to colleagues, is able to work on his/her own initiative and is able to work on a cross-party basis.
- Good organisational, networking, time management, IT and typing skills.
- Clear-thinking, results-oriented and committed to continuous improvement and development - on both a team and a personal basis.
- Well-developed communication skills, including the ability to: present ideas effectively; write lively, timely, accurate and persuasive briefings, speeches and other political and campaigning materials; and promote the LGA - and local government more generally - positively to relevant opinion-formers.
- Able to prioritise competing demands, within a pressured environment, and adopt a flexible approach to work and - when necessary - working hours.
- Experience of liaising successfully with senior colleagues, on complex issues and an inter-departmental basis.
- The highest standards of personal reliability and integrity.

Other considerations

This is a post which requires some travel, and the post-holder must be prepared to travel and stay away from home, if required, for periods of up to six days at a time.

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