

Job title: Local Public Affairs Manager

Line manager: Head of Public Affairs

Grade (if applicable):

Direct reports: N/A



Role purpose:

The Public Affairs Manager sits within the Corporate Affairs team, reporting to the Head of Public Affairs. The role leads and coordinates our local public affairs and political engagement, working closely with Managing Directors and operational colleagues to build strong relationships with local authorities, elected representatives and other key stakeholders.

The role provides political insight and advice, coordinates high quality briefings and engagement, and helps colleagues anticipate and manage local political and reputational issues. Working closely with Communications and External Relations colleagues, the role also helps us communicate proactively about our work, partnerships and contribution in the places where we operate.

The role helps ensure we are visible, well connected and consistent in how we engage locally, with residents and our social purpose at the heart of our approach.

Key results:

- Develop and deliver proactive local stakeholder engagement plans, working with Managing Directors and other senior colleagues to identify priorities, relationships and opportunities for engagement.
- Maintain a consistent programme of proactive communication with political and civic stakeholders, ensuring they receive relevant and timely information about our work in their local areas.
- Coordinate our engagement with political stakeholders and senior local authority officers, working with Executive Assistants, operational ADs and other colleagues to ensure activity is joined up and colleagues have a clear picture of our relationships and interactions.
- Provide high quality political briefings for senior colleagues, including preparation for meetings, visits, events and speaking engagements, with clear advice on local context, stakeholder interests and potential issues.
- Provide advice on responses to queries and complaints from MPs, councillors and other political stakeholders, including tone, messaging and the wider political context.
- Monitor local and regional political developments, providing timely insight to Managing Directors and senior colleagues on changes in political leadership, local priorities and other developments that could affect residents, our services or our relationships.
- Work with the Policy team to understand relevant government and housing policy developments, identifying where they have particular implications locally and supporting appropriate engagement with local stakeholders.
- Work with the Communications and External Relations teams on local issues management, identifying emerging political and reputational risks early and advising colleagues on who we should engage, when and how.
- Support proactive local communications, demonstrating our impact, partnerships and contribution to local areas through stakeholder briefings, digital channels, newsletters, events and other communications.
- Work closely with Communications leads and neighbourhood colleagues to join up resident and stakeholder communications, helping ensure people receive timely information about what is happening locally and that our local presence is clear and consistent.
- Support local stakeholder events and visits, including development events, community and neighbourhood events, openings and events linked to our history and heritage. Provide advice on political context, stakeholder invitees, messaging and briefings.
- Build strong internal networks across the organisation, helping colleagues understand the local political context and ensuring intelligence and information are shared effectively.

About you:

- Experience working in a political or public affairs environment and delivering tailored communications to a variety of audiences.
- Strong knowledge of local and regional government, political structures and decision making, and an understanding of how housing organisations work with local authorities and elected representatives.
- Strong political judgement, with the ability to interpret political developments and explain their practical implications to colleagues.
- Track record of establishing credibility and trust at a senior level, with experience providing clear verbal and written briefings to senior leaders in a political context.
- Experience of issues and crisis management, including advising senior colleagues on reputational issues and handling sensitive stakeholder enquiries.
- Confident in building relationships with and representing the organisation to senior political and civic stakeholders.
- Excellent writing and editing skills, with the ability to adapt style, tone and content for different audiences and channels.
- Strong organisational and prioritisation skills, with the ability to manage several fast moving issues and projects at the same time.
- Excellent relationship building skills, with the confidence to build networks across a large organisation and work effectively with colleagues at all levels.
- Approachable and a good listener, able to draw out relevant information and intelligence from colleagues and external stakeholders.
- A good understanding of housing, local government and the wider political environment would be helpful.

Version Date:		Signed off by:	
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