

## London First Job Description

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**Title:** Public Affairs Manager

**Reporting to:** Head of External Affairs

**Department:** Corporate Affairs

**Scope:** Permanent

### About the role:

The role forms part of the External Affairs team within the Corporate Affairs team, which is driving a step change in London First's influence and impact with key political stakeholders – from borough leaders and London Assembly members to national MPs, not just in London but across the country. The role will build on the solid foundations of engagement with the Greater London Authority and borough leaders and seek to deepen our relationships with Members of Parliament.

Managing London First's day-to-day public affairs and stakeholder engagement activity, the successful applicant will work closely with the Head of External Affairs in creating and implementing our engagement strategy, and in lock-step with the Strategic Counsel on identifying and executing a contact programme for the Leadership Team. The role will focus on securing opportunities to influence stakeholders on our priorities and campaigns, ensuring that messages are tailored to both a national and local audience, that activity is results-focused and that our members are fully apprised of our activity.

### Key Responsibilities

- Devise and implement stakeholder engagement plans for projects and campaigns, to ensure that London First is recognised by political stakeholders of all levels as an authoritative voice, and that key stakeholders are briefed on our asks
- Working alongside colleagues to develop a clear programme of outreach, securing meetings with relevant politicians, and producing briefings for the senior leadership team that are targeted and outcome-focused.
- Horizon-scanning and monitoring of external, public affairs, and stakeholder activity, identifying opportunities to engage stakeholders in Westminster, Whitehall, City Hall, think tanks etc
- Monitor select committee inquiries, working with policy leads to prepare submissions and responses, supporting them when the consultations are critical to their work
- Working with the Strategic Counsel to ensure the contact programme aligns with the Leadership Team's strategic focus, drafting approaches, responses, and tracking outcomes.



## **Influencing**

- Take initiative in sharing key press releases and reports with interested parliamentarians and champions to increase awareness
- Build and maintain relationships with our growing network of allies – organisations across the country with shared objectives - engaging them in our projects and ensuring they can see the benefit of our activities
- Work with Communications colleagues to engage parliamentarians and allies on social media, to build new relationships and engage our champions, as appropriate
- Present our political asks in a way that responds to audience needs and expectations to obtain maximum support for London First objectives

## **Events**

- In partnership with our dynamic events team, work on political influencing-focused events throughout the year, such as roundtables and receptions, briefing the senior leadership and stakeholders ahead of these events, and identifying and approaching political speakers for London First flagship events, developing and monitoring our speaker programme
- Identify speaking platforms for the executive team, including at relevant APPGs, think tank events, etc...
- Maintain and develop the pipeline of speakers for the Borough Leader event series, working closely with the events team on the planning and delivery of these sessions

## **Monitoring and reporting**

- Provide quarterly stats and overviews of stakeholder engagement for the Board
- Manage external political monitoring account and ensuring prompt circulation of key alerts for reaction
- Ensure effective internal communication of stakeholder updates, working with communications team to highlight key wins
- Ensure political stakeholder contacts are up to date, with effective tracking to monitor progress

## **Selection criteria:**

### **Skills:**

- Strong sense of initiative and a 'can-do' approach
- Demonstrable interest in politics, with strategic political instincts and the ability to form relationships with stakeholders quickly
- Excellent organisational skills and ability to work to multiple deadlines
- Excellent interpersonal skills and experience of building and maintaining successful working relationships with a range of stakeholders
- Ability to translate policy areas into easy-to-understand copy for briefings
- Excellent written and verbal communications skills
- Ability to prioritise work and work on own initiative

### **Experience:**

- Proven experience of public affairs / stakeholder relations
- Demonstrable experience of working across teams to deliver organisational objectives

- Understanding of the UK parliamentary and political system strongly desirable, as well as an understanding of London government
- Proven ability to work well with and influence senior colleagues
- Ability to focus on delivery, meet deadlines while maintaining strong attention to detail
- Interest in business policy issues and London as a key driver of the UK economy

### **About London First**

Our mission is to make London the best city in the world in which to do business. We operate as a business campaigning force, with over 200 members, and are uniquely placed to champion the city. Over the past three decades, we've campaigned for the creation of the office of London Mayor and Transport for London, for Crossrail, for congestion charging and for expansion at Heathrow; we incubated Teach First and created the UK's largest annual jobs and careers fair for school leavers, Skills London. Now, we are pursuing an agenda that will keep London at the forefront of global business, working with and for the whole UK: people, place, competitiveness, and connectivity.

*London First is an equal opportunity employer. Our values support our vision of a truly inclusive, culturally, and socially cohesive capital. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation.*