

JOB DESCRIPTION / PERSON SPECIFICATION & COMPETENCY FRAMEWORK

Job Title	External Affairs Manager
Reports To	Head of External Affairs
Department	Communications
Location	London
Grade	5

JOB DESCRIPTION

Main purposes and scope of job

- To proactively contribute to and manage the external affairs strategy.
- To proactively seek alliances with external organisations to assist with campaigning and lobbying and to amplify the NFU's voice and influence.
- To create opportunities in government institutions, parliament and external organisations to advocate, and win support for, NFU policies
- To guide senior NFU staff and officeholders, and act on own initiative to advocate and lobby in the NFU's best interests.
- To create and deliver a calendar of activity in London to ensure that the NFU has a plan of events and platforms in order for it to campaign and lobby on policies.
- To work with the NFU's policy and communications teams to ensure that London campaigns add value to core lobbying and campaigning objectives.
- Acts in support of the Head of External Affairs.

Functional and Managerial Responsibilities

- To manage the NFU's regional lobbying strategy, working effectively with regional offices.
- To manage and lead on stakeholder engagement activities and network building, fostering new and maintaining current partnerships.
- To manage appropriate brand use, maintaining organisational reputation and NFU representation.
- To keep abreast of relevant external affairs and implications for NFU and to lead on delivering NFU campaigning and lobbying priorities in an effective way in London.
- To provide guidance to employees and members on London external affairs issues.
- To assist in setting departmental objectives and manage effective delivery of the departmental objectives, setting, achieving and reporting on KPIs.
- To create key relationships with senior leaders in partner organisations and to create new relationships for the NFU's Officeholders and senior staff with external organisations.
- To prepare the positions and views of the NFU and to communicate these as appropriate to external organisations including government institutions, London-based trade organisations, pressure groups and key influences in London.
- To lead on representational activities in London in support of specialist advisers, Commodity Board chairmen, and to co-ordinate when appropriate follow-up action.
- To provide guidance on and organise lobbies of Parliament.
- To monitor parliamentary affairs as required.

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- To prepare and communicate technical briefs to MPs, Peers and other stakeholders using relevant and impactful methods.
- To provide relevant information on all aspects of UK agriculture to external organisations and politicians to ensure they are aware of core NFU issues.
- To manage the advocacy of NFU policy positions to Defra and other government departments, parliament, stakeholders, the corporate sector and the media.
- To advise the NFU on possible future political developments of relevance to agriculture and to deliver effective solutions to ensure the NFU's voice continues to be relevant and strong.
- To deliver impactful presentations to internal and external stakeholders and audiences of up to 100 people.

General

- This job description will develop to meet the needs of the NFU and any additional duties will be commensurate with the post holder's grade.

Job Title	External Affairs Manager
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COMPETENCIES

		Level
Core Competencies	<ul style="list-style-type: none"> ▪ Understanding the NFU ▪ Working Together ▪ Personal Accountability ▪ Communication 	3 - Managing 3 - Managing 4 - Leading 3 - Managing
Functional Competencies	<ul style="list-style-type: none"> ▪ Commercial Acumen ▪ Member Focus ▪ Technical Expertise ▪ Analysing and Problem Solving ▪ Decision Making ▪ Planning and Organising ▪ Representing the NFU ▪ Networking ▪ Influence and Persuasion ▪ Inspiring and Developing People ▪ Flexibility 	3 – Managing 3 – Managing 3 – Managing 3 – Managing 3 – Managing 3 – Managing 4 - Leading 4 - Leading 4 - Leading 4 - Leading 3 – Managing 3 – Managing

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Knowledge and Expertise	<ul style="list-style-type: none"> ▪ Knowledge and experience of working in an external affairs function. ▪ Interest in agriculture, food and farming issues ▪ Experience of building and managing alliances with external stakeholders ▪ Experience of speech writing ▪ Knowledge and experience of UK and EU Parliamentary processes. ▪ Deep understanding of parliamentary process and how to work within that process. ▪ Experience of lobbying and campaigning with measurable impact 	<ul style="list-style-type: none"> ▪ Understanding of the NFU ▪ Understanding of a membership organisation ▪ Existing contacts/relationships with government bodies or political decision makers. ▪ Existing contacts relationships with relevant stakeholders and influencers ▪ Experience of organising meetings and events

Relevant experience	<ul style="list-style-type: none"> ▪ Proven experience of generating positive national media coverage. ▪ Proven experience of managing internal and external stakeholder engagement ▪ Ability to report on relevant management information i.e. budgets, evaluation of campaigns and media monitoring. 	<ul style="list-style-type: none"> ▪ Experience in crisis communications.
Communication and Relationship Skills	<ul style="list-style-type: none"> ▪ Excellent communication, presentation, media and interpersonal skills to internal and external audiences ▪ Ability to effectively engage and inspire others ▪ Ability to represent NFU at various levels and across a range of external organisations ▪ Ability to work in a multidisciplinary team delivering objectives using a variety of methods ▪ Clarity and logic in all forms of communication to internal and external audiences. ▪ Ability to explain technical information at the right level. ▪ Able to maintain confidences, use tact and diplomacy when required. ▪ Able to communicate on the same level as a wide range of stakeholders. ▪ Ability to develop and train colleagues to assist in external affairs representation. 	
Practical and Physical Skills	<ul style="list-style-type: none"> ▪ Excellent IT and research skills with a scientific, evidence-based approach. ▪ Experience of introducing and using modern and emerging technologies. 	
Decision Making and Problem Solving	<ul style="list-style-type: none"> ▪ Ability to analyse and evaluate large volumes of information, identifying key issues, make balanced judgments and take appropriate action. ▪ Proven ability to be accountable. ▪ Calm and well organised under pressure. ▪ To have the ability to solve problems effectively, alongside organising and prioritise a diverse workload. ▪ Able to take responsibility and use initiative. 	

	<ul style="list-style-type: none"> ▪ Have the ability to work well in a small team and work unsupervised. ▪ Able to organise events and meetings on behalf of others. 	
Financial Responsibility	<ul style="list-style-type: none"> ▪ N/A 	
Responsibility for Information	<ul style="list-style-type: none"> ▪ Proven success of developing and managing an external affairs strategy. ▪ Ability to deal with confidential or sensitive information. ▪ To be able to research, analyse and evaluate information quickly and to deadlines. ▪ Able to quickly develop expertise in a subject area. ▪ To have the ability to monitor parliamentary affairs relevant to the NFU and report findings to relevant people. 	
Responsibility for Supervision / Management	<ul style="list-style-type: none"> ▪ N/A 	
Physical and Mental Effort	<ul style="list-style-type: none"> ▪ Ability to work some unsociable hours. 	
Personal Circumstances /Additional Requirements	<ul style="list-style-type: none"> ▪ Ability to travel throughout the UK as required. ▪ Ability to stay overnight in different locations on a regular basis. ▪ To have the ability to work flexibly including varying start and finish times. ▪ No links with political campaigns that are at odds with the NFU’s objectives and mission statement. ▪ The ability to be flexible and assume the roles of others in the team should the need arise. 	