Job Description – Policy and Public Affairs Manager
(Full Time – 37.5 hours per week)

Reporting to: Head of Policy

Location: Office base near Romsey, Hampshire with hybrid working available or remote with occasional attendance for those living more than an hour's travel from the office. Regular attendance in Westminster for meetings and events required, plus occasional travel across the UK and Ireland.

Purpose of the post: The Chartered Institute of Ecology and Environmental Management (CIEEM) is the professional membership body for applied practitioners of ecology and environmental management. We are recognised by our members and external stakeholders as the voice of the profession through our effective, evidence-based input into effective policy and practice.

This post will help us build on our ambition to make our evidence heard where decisions are made. As Policy and Public Affairs Manager, you will play a significant role in how we influence governments, parliaments and the media across the UK nations, Ireland and beyond.

You will help turn the evidence and professional expertise of our members into clear, credible positions for political and public audiences. You will manage proactive and reactive public affairs work, helping to build relationships with parliamentarians, civil servants and journalists, secure political and media attention for CIEEM's priorities, and equip members to speak up for the objectives and ambitions of the Institute.

Environmental policy is diverging across the UK nations and Ireland, so you will need to navigate each jurisdiction with insight and sensitivity, working with key staff and volunteers to do so. You will deliver real impact, using creativity, excellent prioritisation and the expertise of our members and volunteers.

You will be instrumental in making our policy and public affairs work more visible to members through social media, web-based media and other communication channels.

The postholder will be a member of the Management Team, supporting the Senior Leadership Team in delivering the strategic goals of the organisation and wider management of the Secretariat function.

Key Result Areas:

1. **Public affairs strategy, planning and monitoring**
    a. Proactively maintaining awareness of the political and policy environment in which CIEEM operates and supporting action on issues that will affect CIEEM's achievement of its mission and vision.
    b. Contributing to the development and implementation of effective public affairs strategies designed to strengthen CIEEM's voice, profile, and political and media influence in relation to UK and Irish/EU policy.

2. **Management, budget and delivery**
    a. Managing CIEEM's two Policy Officers, supporting them in delivering our policy activities across the UK and Ireland.
    b. Maximising impact with the resources available, setting priorities and using resources creatively.
    c. Monitoring, evaluating and reporting on policy and public affairs activities and their impact, using measures of influence such as political engagement, media coverage and policy outcomes rather than activity alone.
    d. Contributing to the ongoing growth of CIEEM through cyclical operational and strategic planning.

3. **Political engagement and influence**
    a) Building and maintaining relationships with parliamentarians, civil servants, journalists and peer organisations, including through coalitions and umbrella bodies.
    b) Mapping priority stakeholders, tracking engagement and recording policy outcomes.
    c) Undertaking horizon-scanning to identify and seize political and media opportunities for CIEEM, such as bills, inquiries, reshuffles and news opportunities, and organising CIEEM's rapid response.
    d) Overseeing the Policy Officers' monitoring of legislative, parliamentary and policy developments across the UK Government, the Scottish Parliament, the Senedd, the Northern Ireland Assembly, the Dáil and elsewhere as appropriate, using it to open doors with decision-makers and advising colleagues on priorities and responses tailored to each audience.
    e) Protecting CIEEM's non-party-political credibility while engaging confidently with ministers, shadow ministers and other parliamentarians.
    f) Assisting with briefing parliamentarians and providing evidence to committees and inquiries and working with relevant all-party parliamentary and cross-party groups.
    g) Contributing to CIEEM's engagement at political events such as party conferences and parliamentary receptions, and maintaining a calendar of political moments including manifestos, spending reviews and elections.

4. **Media and profile**
    a. In collaboration with the Head of Membership and Engagement, coordinating CIEEM's media relations on policy issues, responding to media comment requests promptly, either directly or by identifying and briefing relevant spokespeople, and acting as main liaison with specialist, trade and national press.
    b. Developing and pitching proactive media stories, op-eds and letters, using CIEEM's evidence as a hook for media campaigns, and working with the marketing and engagement team and spokespeople to amplify CIEEM's voice.
    c. Ensuring the visibility of CIEEM's policy and public affairs activity to members and other stakeholders via social media, blogs and news items.

5. **Policy and evidence**
    a. Drafting impactful policy materials including briefings, research reports, case studies and other relevant publications to use in political and media engagement.
    b. Overseeing and supporting the Policy Officers in drafting consultation responses and other evidence submissions that translate science and evidence into clear positions for political and public audiences.

6. **Members and volunteers**
    a. In combination with the Policy Officers and the Head of Policy, supporting and managing member and volunteer groups that inform CIEEM's policy positions, drawing on their expertise and professional experience.
    b. Empowering members to act as advocates, with briefings, templates and guidance for engaging their local representatives.
    c. Contributing to member communications on policy and public affairs activities, including managing the Sector eBriefing and podcast.

PERSON SPECIFICATION	*Essential*	*Desirable*
Experience		
Significant experience of working in public affairs and policy at a country-level, including securing positive outcomes	✓	
Experience of effective engagement with journalists and media, including pitching stories and achieving coverage	✓	
Experience of rapid reactive public affairs work, responding to news and developments, including issues management	✓	
Experience of building effective relationships and networks	✓	
Experience of planning and implementing projects successfully	✓	
Experience of working effectively with stakeholders and volunteers		✓
Experience of staff management		✓
Experience of managing projects, budgets and suppliers		✓
Experience of operational management in the non-profit sector		✓
Knowledge and skills		
Excellent understanding of how to influence key stakeholders including parliamentarians, civil servants and the media	✓	
Ability to gather and synthesise evidence and summarise it for political and public audiences	✓	
Understanding of policy, legislation and parliamentary processes in Westminster (with one or more of Holyrood, the Senedd, Stormont and/or the Dáil an added benefit).	✓	
Strong written and oral communication skills	✓	
Ability to deliver impact with limited capacity and budget	✓	
Excellent team working skills	✓	
Excellent people management skills		✓
Knowledge of the ecology and environmental management sector		✓
Understanding of the professional body sector		✓
Personal qualities		
Ability to demonstrate persuasiveness, tact and appropriate challenge	✓	
Consistently exhibits sound judgement, making decisions based on evidence and presenting well-reasoned arguments	✓	
Highly self-motivated and able to retain focus whilst managing multiple demands on time	✓	
Ability to enthuse, engage and motivate members, staff and volunteers	✓	
Is a positive role model, committed to high quality delivery	✓	