

## Candidate Information

**Position:** Public Affairs Manager  
**School/Department:** Public Engagement  
**Reference:** 21/108812  
**Closing Date:** Monday 17 May 2021  
**Salary:** £41,526 - £51,034 per annum.  
**Anticipated Interview Date:** Wednesday 2 June 2021

### JOB PURPOSE:

To lead the Public Affairs and Civic University section of the University's Public Engagement team in line with Strategy 2030. To support the University's senior management in the development and maintenance of positive relationships with key stakeholders including national, regional and local government, civil servants, politicians and opinion formers and develop new advocates for the University. To influence aforementioned stakeholders to support and understand the University's goals and impact, where appropriate, affecting change so that the University meets its business and corporate goals.

### MAJOR DUTIES:

1. Coordinate the University's outreach activity with elected political representatives and government to highlight and promote the relevance of the University and its research throughout government structures at Belfast City Council, the NI Executive, Westminster and the Oireachtas.
2. Establish, coordinate and implement a programme to develop and maintain strong relationships with ministers, special advisors, elected representatives and public officials, acting as a key point of contact and developing a network of advocates for the University across Belfast City Council, the NI Executive, Westminster and the Oireachtas.
3. Provide strategic advice and support to senior managers to maximise the effectiveness of their engagement with key government stakeholders. Prepare strategy papers, carry out one-to-one briefings and manage the political monitoring, information and review service to staff and senior management.
4. Coordinate issue-specific lobbying activities in support of University goals.
5. Monitor relevant legislative, political and policy matters and provide written and verbal briefings for the Vice-Chancellor, Registrar and Chief Operations Officer, Pro Vice Chancellor Internationalisation and Engagement, Director MRCI, Head of Public Engagement and other senior University officers.
6. Represent the University at external meetings with politicians, statutory and non-statutory bodies and at all major Party Political Conferences including exhibitors' conferences and Political Party events.
7. Coordinate activity to showcase the University to policy makers and government decision makers, including management of the public engagement website and organisation of local, national and international showcase events.
8. Act as the point of contact for, and coordinate responses to, Assembly Questions and requests for information from government departments, politicians and political parties.
9. Monitor, review and make proposals to update the public affairs programme and communication, to ensure the University is adapting its approach for changing circumstances and trends. Advise the University leadership on the development of policies which impact on the relationship between Queen's and elected political representatives in Belfast City Council, the NI Executive, Westminster and the Oireachtas.
10. Draft correspondence on behalf of the Vice-Chancellor, Registrar and Chief Operating Officer and Head of Public Engagement acting as a hub of expertise on political and policy issues.
11. Contribute effectively to relevant internal and external committees, groups and meetings, representing and promoting Queen's position on engaging with government. Deputise for the Head of Public Engagement where required.
12. Contribute to the wider work of the Public Engagement Office and MRCI undertaking other duties as required by the Head of Public Engagement and Director of MRCI.

**Planning and Organising:**

1. Plan and organise own and team activity in line with Public Engagement Strategy and Strategy 2030.
2. Agree a plan of work with the Head of Public Engagement.
3. Implement an agreed schedule of work in line with the University Public Engagement Strategy and reporting progress in weekly meetings with the Head of Public Engagement.
4. Provide a monthly reports to Head of Public Engagement, Public Engagement Operational Group.

**Resource Management Responsibilities:**

1. Line management of the Public Affairs and Campaigns Officer.
2. Manage the Public Affairs budget allocated by the Head of Public Engagement.
3. Maintain an appropriate stock of University material relevant to Public Affairs for distribution at party political conferences and related activities.
4. Lead teams working on special projects, as assigned.

**Internal and External Relationships:**

1. Work closely with senior leaders in the University to promote the corporate priorities of the University with politicians, government officials and other external stakeholders.
2. Provide support, including briefing materials as appropriate, on political and policy matters, for the Vice-Chancellor, Registrar and Chief Operations Officer and other senior managers of the University.
3. Provide advice and support for senior managers across the University in their engagement with elected political representatives and government officials.
4. Member of the Public Engagement Operational Group and Queen's Policy (QPOL) Management Group.
5. Maintain relationships with elected political representatives, in particular Councillors on Belfast City Council, MLAs, MPs, MEPs, party political spokespersons on higher education and members of the Economy Committee of the NI Assembly and the NI Affairs Committee in Westminster.
6. Act as the point of contact for political parties and politicians in their engagement with the University.

**ESSENTIAL CRITERIA:**

1. \* Honours degree (or equivalent qualification) in any subject.
2. \* At least four years' relevant experience in public affairs or a related role.
3. \* Experience of lobbying opinion formers, with a view to influencing and affecting change.
4. \* Demonstrable experience of managing a successful outcome as part of a lobbying campaign.
5. \* Experience working with government and legislative processes.
6. \* Experience of drafting documents, papers and briefing notes for a senior level audience.
7. \* Experience in working with multi-disciplinary teams to deliver complex projects.
8. A comprehensive knowledge and understanding of local, regional and national politics, political figures and policy-makers.
9. Excellent report writing and presentation skills with a well-developed critical and analytical approach to reviewing documentation.
10. Proficiency in using Microsoft Office, including Excel and PowerPoint.
11. Excellent communication skills.
12. Ability to develop effective relationships with key stakeholders both internally and externally.
13. Ability to work on own initiative and as part of a team.
14. Willingness to work evenings, at weekends and public holidays.
15. Ability to meet the business travel requirements of the post (i.e. full, valid driving licence and access to a car for business purposes or other means of meeting this requirement).

**DESIRABLE CRITERIA:**

1. Professional qualification/membership in a relevant area.
2. Postgraduate qualification in a relevant subject.
3. Experience in working in the private or public sector, ideally in an organisation with a staff of more than 100.
4. Experience of working on Public Affairs projects within the Higher Education sector.
5. Understanding of higher education within a local and national context.
6. A personal rapport with politicians and policy-makers.