

JOB DESCRIPTION

Job Title: Senior / External Affairs Manager (depending on experience)
Report to: Deputy Chief Executive

This person will lead the communications and public affairs activity for the Association to improve engagement amongst politicians and civil servants in UK and regional government, raise awareness of the CPA's key messages across relevant audiences, and help the wider team to achieve policy goals.

Key Objectives and Responsibilities

- Manage and implement the communications strategy for the Association across all channels and audiences in order to build the Association's profile and support key messages.
 - Manage and implement the public affairs strategy and develop relationships with key politicians and senior civil servants to ensure the Association is positioned appropriately with opinion formers in the political sector.
 - To become familiar enough with key policies and legislation to support the executive management team and main workstreams (sustainability, technical/regulatory and economics) in engaging with relevant policy-makers, members, industry contacts and media.
 - To work alongside the Membership Executive and project manage the development and content of the website, including any support from external design and digital agencies.
 - Oversee media communications in the form of proactive and reactive press releases, statements, news articles, responses to journalists, and social media.
 - To research and draft policy positions across a broad range of issues, via briefings, reports and technical documents, and to otherwise look for ways to promote our views through the most effective channels.
 - To assist with marketing of Association events, publications and membership benefits. In the process, help to manage the CPA's corporate identity, voice and style
 - Manage all related budgetary, planning and purchasing matters and ensure campaigns are cost effective. First signatory for all related contracts and invoices.
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Key Competencies

- ✓ Excellent written and verbal communication skills: articulate and succinct; precise and concise written drafting, with the ability to distil complex and often technical material into straightforward language.
- ✓ An understanding of construction and/or manufacturing and relevant economic / business public policy issues preferred.
- ✓ Political sensitivity / acumen.
- ✓ Ability to work at pace on multiple projects to tight deadlines, consistently delivering to the highest standards. Takes the initiative and works well under pressure.
- ✓ Strong organisation and planning skills and attention to detail.
- ✓ Keen to build good relationships across the organisation, membership and industry.
- ✓ An ability to work with colleagues across all levels in a spirit of collaboration.
- ✓ Enthusiastic.

General Support for External Affairs and CPA in general

- Work with the rest of the team to ensure efficient running of the communications, marketing and events
- Provide support in other areas on CPA's activities, as appropriate in order to assist with the efficient operation of the business as a whole
- In the absence of the Membership and Events Executive cover the general duties to ensure the smooth running of the operation.

This job description does not represent a finite list of duties and you may be called upon to undertake further duties or additional duties not already mentioned but in accordance with your post as (post). This job description does not represent a Contract of Employment and it will be subject to periodic review and may be amended to meet the changing needs of the organisation.

December 2023