

PUBLIC AFFAIRS MANAGER

JOB DESCRIPTION

LAST UPDATED: MARCH 2020



ABOUT US

Nudge Factory was founded to provide expert counsel to leading corporations and organisations, as well as entrepreneurs and private clients. We believed there was a distinct gap in the market for an independent firm of highly experienced consultants to offer no-nonsense advice to help clients achieve their objectives.

Since 2011, we have consistently delivered results for clients in multiple sectors, across five practices. We have worked with FTSE 100 firms, foreign governments, and dynamic businesses and organisations of all sizes. We are focused on helping them achieve their goals and keeping them ahead of the competition.

Our values of professionalism and genuine partnership undergird our approach and differentiate us. When we say to our clients that *'we're not just your consultants, we're part of your team'* we mean it. We want them to succeed, and we thrive on seeing results.

Our model is straightforward: a team comprised of highly skilled leaders and dedicated, passionate consultants. We do not wheel in one team for the pitch, then replace them with others: our clients get what they see, no smoke and mirrors. We treat our clients as we would want to be treated. It's at the heart of our ethos and is the bedrock of our reputation.

We thrive on challenging projects and campaigns; if you do too, we would love to hear from you.

ROLE OVERVIEW

We are looking for a Public Affairs Managers to join our Public Affairs practice. As an experienced member of the team, you will demonstrate maturity and skills across a range of tasks and clients. The role requires the ability to think professionally and proactively.

You will often be the main point of contact for clients and as such must show awareness of current activity across the client's work, future planning, time allocation and be able to identify opportunities for additional projects. The role requires at least eighteen months' experience in public affairs either in consultancy or in an in-house role. You will work closely with the Public Affairs Director and be involved in developing new business ideas and initiatives alongside the Senior Management Team.

You should have excellent written and verbal communication skills, be well organised, highly motivated and able to work on your own initiative. You should have started to develop your own networks within Westminster, Whitehall and political circles and continue to expand those networks in this role.

ROLE REQUIREMENTS

Client delivery:

- Manage the day to day challenges of client delivery;
- Political monitoring tailored the clients needs and foresight that contributes to the clients overall strategy;
- Mapping political stakeholders relevant to the client's current and future interests;
- Being able to produce insightful and succinct briefings for clients;
- Facilitating face-to-face meetings with political stakeholders, media and clients;
- Pro-actively presenting opportunities to clients for results based activities;
- Liaising on a daily basis with team, clients, politicians and the media, via telephone and email;
- Preparing regular client reports and attending client meetings;
- Sending out client-ready, accurate communications which require minimal review by senior colleagues;

- Developing excellent client relationships – ensuring that clients feel well serviced, and able to call for advice at any time;
- Maximising opportunities for account development;
- Anticipating client demands and ensuring that Nudge Factory is always ‘adding value’ to clients;
- Fostering relations with relevant stakeholders (national and sectoral media, politicians, civil servants, local authorities, regulatory bodies, and other relevant interest groups);
- Taking responsibility for event management, including parliamentary events, press conferences, consultations and promotional events;
- Attending and promoting client events to relevant stakeholders;
- Developing and maintaining an expertise in client sectors and related policy fields;
- Responding to requests for information from clients which may be at short notice;
- Researching, forecasting and evaluating the effects of public policy on an organisation, using public sources, political intelligence and personal contacts;
- Writing reports, newsletters, briefings, campaign material and media releases;
- Attending select committee hearings, party conferences and other events on behalf of Nudge Factory and its clients;
- Creating final media releases which need minimal alterations on review;
- Ensuring that Nudge Factory accurately monitors relevant outlets including parliament, councils, the media, including newspapers, magazines, journals, broadcasts, newswires and blogs, for timely opportunities for clients.

Nudge Factory growth:

- Identifying new business opportunities and following up on them on a timely basis, thereby assisting in the growth of the Nudge Factory business and the achievement of its business plan;
- Providing copy and content for the Nudge Factory website, both proactively and as requested - including blogging, features, comment, etc.;
- Share Nudge Factory news and insights across professional social media accounts;
- Creating and delivering winning proposals for new business pitches;
- Promoting a positive, professional image of Nudge Factory as a market leader to external audiences through networking and representing the company at events;
- Providing updates on new business leads regularly to other senior colleagues;
- Relationship building and networking with colleagues, clients and potential clients.

Key skills and personal development:

- A thorough understanding of the UK political system including devolved nations;
- Outstanding team-working, collaboration and interpersonal skills;
- Excellent written and verbal communication skills;
- An appetite to build networks of contacts;
- Excellent project and time management skills;
- An ability to multitask and work under pressure;
- Building a personal profile in key industry circles as a public affairs expert;
- Maintaining a strong interest in current affairs;
- Maintaining and continually improving communications and public affairs skills;
- Identifying training requirements and booking and attending relevant training courses;
- Attending events in own time to build and grow personal network.

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KEY COMPETENCIES

1. **Commercial insight:** Should have an understanding of each client's business activities, key issues and competitive advantage and be able to identify opportunities to promote the client and their activities based on these platforms.
2. **Strategic thinking:** Should be able to identify additional opportunities for delivering the client message outside the standard media release, case study or feature.
3. **Creative thinking:** Should participate in brainstorming sessions and actively explore different avenues for a client based on a particular brief. Should be able to develop engaging and relevant content for social media feeds.
4. **Time management:** Can manage own workload, set and work to own deadlines. Keeping accurate timesheets on a daily basis.
5. **Presentation skills:** Should be articulate and be able to present ideas and proposals to clients, when required. Should be able to communicate with contacts at all levels.
6. **Troubleshooting:** Client should feel confident that any problem is being given due attention and that immediate action is being taken to ensure that the right person is fully informed of the situation.

SALARY SCALE

The salary scale of a Public Affairs Manager at Nudge Factory is £32,000 - £40,000 D.O.E.

HOW TO APPLY

To apply, please send your CV and cover letter to people@nudgefactory.co.uk