

Job Description

Job Title	Head of Public Affairs
Directorate	Strategy and Change
Service Area	Strategy, Performance, and Partnerships
Grade	15
Competency Level	Level 3
Salary	£88,374 – £92,607
Job Type	Hybrid
Location	Cunard Building
Disclosure and Barring Service (DBS)	Not required
Job Evaluation Ref No.	A9756

Job Purpose

This role will develop and lead a new public affairs and government engagement programme for Liverpool City Council and will coordinate and oversee all related activity.

The Council is ambitious for its residents and city and wants to be in the best possible position to inform and influence policy and decision making. The post holder will work closely with the leadership and teams from across the Council and develop strong working relations with senior external stakeholders, including across the



Liverpool City Region, Core Cities, and with government, to effectively position Liverpool's priorities and opportunities.

Directly Responsible For:

The post holder will have no direct line management responsibility but will be responsible for matrix managing multiple programme teams, covering a variety of different work streams, to deliver all public affairs and stakeholder engagement activity.

Directly Responsible To:

Director of Strategy, Performance, and Partnerships

Main Areas of Responsibility:

- Lead on the development and implementation of the Council's annual public affairs and government engagement programme, which will promote local policy priorities and proposals, including to:
 - produce an Influencing Strategy and annual action plans
 - lead on the development of corporate public affairs policies and procedures
 - identify corporate priorities, proposals, and key messages to share and communicate
 - oversee a year-round programme of engagement activity, including at key events
 - develop and oversee a target list of stakeholders and contacts
 - input into rapid corporate responses to emerging policy and influencing opportunities, and
 - work with local and regional stakeholders who can help amplify the engagement strategy and to also add value to their activity. This will

include voluntary, public, and private sector partners across the city region and beyond

- Work with the leader, deputy leader, cabinet members, and the corporate management team to identify and advance policy and project propositions to government ministers and officials. The aim is to maximise their credibility, communication, and the alignment between council and government priorities
- Build and maintain relationships with key stakeholders, including politicians, government officials, the combined authority, policymakers, and influential organisations
- Coordinate influencing activity at high-profile conferences and events – including advising cabinet and the leadership team on impactful engagement activity, setting up key meetings and/or roundtable discussions, briefing senior leaders, supporting communications plans and overseeing follow up actions
- Matrix manage many different project teams and maintain a close working relationship with policy, communications, development/investment teams and the leader's office
- Develop a systematic approach to stakeholder management
- Undertake regular horizon scanning with colleagues to provide intelligence and evaluate the opportunities for advancing the aims of the City Council and city
- Advise the chief executive, management team and the leader and cabinet on how to respond to identified opportunities to effectively position Liverpool and its priorities
- Support the council's relationship with MPs, the city region mayor, combined authority, Core Cities, and the city region's local authorities and their leaders. This will involve providing high level strategic intelligence and information on key issues and proposals, as well as supporting specific working between MPs and the Council

- Work closely with the policy and communications teams to provide the chief executive and senior leadership with strategic political intelligence, briefing materials, communications content and support for all public affairs activity
- Represent Liverpool City Council at external meetings and events to influence change and advance the council's priorities
- Contribute to ministerial letters, policy briefings, position statements, consultation responses and other external content to influence policy decisions
- Influence and challenge leadership on the management and setting of multimillion budgets and/or funding opportunities that link to public affairs and government engagement programmes
- Lead on any procurement activities and/or the commissioning of services/consultants to support the continuous development of public affairs and government engagement programmes
- Support and influence leadership teams with the development of corporate communications policies and strategies specific to public affairs activities

Budget and Financial Responsibility:

- The post holder will be fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing, time, avoiding unnecessary waste, and reusing and recycling resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- This post may involve user a computer screen and sitting for prolonged periods

Corporate Responsibility:

- The post holder will contribute to the delivery of outcomes across all pillars of the Council Plan and specifically make a significant contribution to the achievement of outcome 6.5: Strengthened Strategic Partnerships and Networks
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan
- Business continuity, emergency planning and risk management
- Participation in the tactical/out of hours rota

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills

required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level: **Level 3**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- A degree (or equivalent qualifications or relevant professional experience) in a related subject area (A)

Desirable

- Relevant professional or postgraduate qualification or equivalent
- Evidence of continuous professional development

Experience

Essential

- Substantial senior leadership experience working in a complex, political, environment within a local authority, government department, think tank, political, or a similar organisation (A)
- Direct experience of working closely the UK government and/or local or regional government organisations in a policy, communications, and/or public affairs role (A, I)
- A proven track record of building and nurturing strong and purposeful relationships with external and internal stakeholders and delivering clear outcomes (A, I)

Desirable

- Successful track record in performance and project management, with a demonstrable ability to set and deliver outcomes and targets
- Experience of strategic planning and a successful track record of winning respect and influencing at the highest level within an organisation
- Experience of acting in an ambassadorial capacity, representing an organisation in different external environments
- Successfully developing or leading long-term projects, programmes, partnerships, or significant funding bids
- Experience of working directly with senior political figures and their advisors

Skills/Abilities

Essential

- Strong diplomacy, interpersonal and people skills, including the ability to build and maintain networks, and to influence internal and external stakeholders (A, I)
- Sound judgement and the ability to advise, challenge, problem-solve, and support senior colleagues (A, I)
- Excellent organisational skills which show the ability to respond effectively to emerging issues and ensure that outcomes are delivered (A)

Desirable

- Strong analytical skills and the ability to interpret and present information effectively and to comment on its significance
- A good understanding of local government and the political priorities for Liverpool and its city region

- Good leadership skills in order to develop effective team working through understanding individuals' motivations, specialist skills, aspirations, and abilities to deliver
- Self-motivated with the ability to work independently with little supervision and to react quickly and decisively to changing work priorities and to meet and manage competing deadlines
- A passion for politics and a deep understanding of the national political landscape and how government operates
- Politically aware and able to understand and reflect political sensitivities whilst maintaining political neutrality
- Evidence of developing a strong network of key contacts within government and its advisors
- Ability to coach non-experts to develop their skillsets around political and civic affairs

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (A, I)