



Job Profile

JOB TITLE: Head of External Affairs

REPORTS TO: Director of Communications

JOB PURPOSE:

The Head of External Affairs is responsible for leading GamCare's influencing strategies across multiple stakeholder groups against the organisational strategy and business plan. The role will lead an External Affairs function that will position GamCare as a key stakeholder that is recognised for its impact as the leading provider of help and support for gambling harm, using its unique insight and expertise to positively influence decision-making and policy in the sector.

The post holder will create strategies and plans in support of our policy influence, public affairs and stakeholder engagement and be a trusted senior advisor to the organisation on external affairs. Leading and developing an External Affairs function the post

As a member of the Senior Leadership Team, they play an essential role in the development and delivery of Gamcare's strategy and business plan – working collaboratively with other SLT members.

DIMENSIONS:

- Leading and developing an External Affairs team which will include a range of roles – at least one direct report (Manager) and several Officers who will support you in the delivery of high quality external affairs within the Policy and Communications Directorate
- This role will lead a team to coordinate external organisations that will be delivering external affairs work as part of the NGTS
- Managing budgets from contracts, grants and donations ensuring measurable impact and value for money in support of our external affairs. Up to £200k direct responsibility to include research, polling, events and design.
- Contribute to the increase in public perception tracking target for the Directorate that shows a 5% increase in three areas:
 - prompted familiarity

- prompted knowledge
- propensity to support GamCare
- Identify metrics for parliamentarians and other stakeholders to measure increased awareness and positivity towards GamCare's work

INTERNAL AND EXTERNAL CONTACTS:

Internal:

- Advisor to the Director of Policy and Communications on External Affairs approaches and other ELT members
- Operates as part of the Senior Leadership Team (SLT),
- working closely with the Head of Media and Campaigns and Head of Digital Engagement in the Policy and Communications Directorate
- Create a visible presence across all directorates. Liaising regularly with peers in other Directorates to ensure that key opportunities are maximized to raise our profile and risks are mitigated. This will include other Heads in the Directorates: Operations, Quality and Innovation, Safer Gambling, People and Organisational Development and Finance.
- Performance reporting to the Performance and Planning monthly/quarterly reporting for colleagues, and contributions to the People, Culture and Communications Sub Committee of the Board.

External:

- Working closely with Gamble Aware and partner organisations within the National Gambling Treatment Service to influence at the highest level on all things related to the External Affairs function.
 - Using influencing strategies to influence at the highest level of national and regional government, think tanks, public bodies, other charities, gambling focused organisations and the gambling industry
-

OVERALL ACCOUNTABILITIES:

Leadership

1. Lead, develop and embed an **External Affairs Team**, creating a centre of excellence for GamCare's influencing work that supports our organisational objectives while also helping the team to thrive, feel valued and supported. The team's function to include the creation of clear and consistent messaging, content, consultation and inquiry responses, policy monitoring and positions, stakeholder events, briefings and a regular rota of senior influencer meetings.
2. Work in **partnership with your senior colleagues in the Policy and Communications Directorate: Head of Media and Campaigns and Head of Digital Engagement** to incept, develop and deliver integrated, costed, annualised business and operational plans for the directorate to meet organisational strategy and brand.
3. As an active member of the wider **Senior Leadership Team**, ensure that the Policy and Communications Directorate is represented

Strategic planning and delivery

4. Develop and lead GamCare's **stakeholder influencing agenda and that of the National Gambling Treatment Service of which GamCare operates their services as part of.**
5. Create and lead your team to deliver a measurable approach to **government and stakeholder relations** through the development of a strategy and measurable plan that enhances GamCare's profile and reputation as a trusted expert with a range of audiences.
6. Actively support our **wider strategic priorities** and organisational development, including delivery of GamCare's current and future organisational strategy by working with colleagues to ensure that strategic interdependencies are identified early and planned for as part of the business planning process – with consistent reviews.

Collaboration

7. Proactively work within our Directorate and with teams across the organisation to **raise the internal profile of the role of the team**, and the part that each staff member can play in external affairs through regular meetings and planning sessions and using our internal communications channels to the fullest.
8. Represent GamCare at **external meetings** and engagement events and **identify partnership opportunities** to develop our policy and influencing objectives across our work
9. **Identify opportunities for GamCare and the National Gambling Treatment Service** to build positive stakeholder relationships with both national and regional organisations, take positions on issues and defend our approach to supporting those experiencing gambling harm.

Continual development

10. Scans the horizon for future opportunities that bring good practices and new stakeholders closer to GamCare.

Person Specification – Essential Criteria

Please complete your supporting statement against the following criteria:

1. Operated at a senior level in external affairs for an organisation in a complex stakeholder environment.
2. Senior management experience across all aspects of government relations, public affairs, and influencing, with a demonstrable track record of influencing national and local policy
3. Track record of credible and effective stakeholder engagement up to the highest levels of seniority, building, managing, and strengthening effective alliances and networks and negotiating policy
4. Demonstrable experience of setting and delivering strategic priorities (including at organisational level) with the buy-in of senior internal and external stakeholders
5. Successful leadership and management (including line management) experience supporting and motivating staff, setting and reviewing objectives, and supporting personal development
6. Demonstrable experience of delivering high profile engagement and networking events
7. Advised senior staff on policy issues for the media
8. Set and delivered against clear business plans and managing budgets

Experience Criteria

Qualifications/ Knowledge

- Educated to degree level or equivalent level of experience

Skills

- Excellent leadership, communication, and interpersonal skills
- Excellent writing skills for a range of different audiences and writing styles
- Strong political acumen and an ability to work with, build and manage relationships with diverse stakeholders, including policymakers and influencers, to the highest levels of seniority
- Ability to prioritise and lead a team in this
- Ability to work proactively in a dynamic, solutions focused environment
- Quickly assimilate complex issues and develop clear policy recommendations
- design, deliver and evaluate integrated influencing strategies, and achieve objectives
- Extensive understanding of the UK political and parliamentary systems and routes to influence
- Understanding of planning, delivering, and evaluating successful departmental budgets
- Evidence of regular personal and professional development

Circumstances

- Able to attend the London office regularly
- Able to travel across the UK occasionally to include overnight stays to attend or manage meetings or events
- Able to attend meetings and events outside of normal working hours if required
- Able to travel to a number of locations and to attend meetings (outside normal working hours).

To be noted: This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.