

Job Profile

JOB TITLE: External Affairs Manager

REPORTS TO: Head of Press, Partnerships, and Engagement

JOB PURPOSE:

The External Affairs Manager is central to helping put GamCare, and gambling-related harm, on the map with our key stakeholders, opinion formers, partners, and decision makers. It is a crucial role in the External Affairs Team which is responsible for helping to position GamCare as a key stakeholder recognised for our impact as the leading provider of help and support for gambling harm, using our unique insight and expertise to positively influence decision-making and policy.

The post holder plays a supportive role in developing GamCare's external affairs and influencing strategies across multiple stakeholder groups against the organisational key results and new directorate strategy. This will help to raise the profile of GamCare's National Gambling Helpline and our treatment and prevention work.

By representing GamCare with internal and external audiences, the role will influence debates across the sector, in Westminster and across the devolved parliaments and assemblies, with opinion formers, and with providers across the National Gambling Support Network, to ensure our perspectives are reflected across our lobbying work.

DIMENSIONS:

- Direct reports: None Budgets managed: TBC
- Financial targets: £N/A

INTERNAL AND EXTERNAL CONTACTS:

Internal:

- Advisor to the Head of Press, Partnerships and Engagement, Director of Marketing, Brand, and Digital Engagement, and wider colleagues on external affairs and influencing approaches and opportunities
- Working closely with the Marketing & Engagement Directorate.

- Create a visible presence across all directorates. Liaising regularly with peers in other Directorates to ensure that key opportunities are maximised to raise our profile and risks are mitigated. This will include Clinical Governance & Operations, Finance, HR Development, Lived Experience, and Data & Business Insights.

External:

- Influencing across national and local government, think tanks, public bodies, other charities, opinion formers, gambling focused organisations, financial institutions, and the gambling industry
- Working closely with partner organisations within the National Gambling Support Network (a network of GB-wide organisations delivering front line treatment for gambling problems) on all things related to the External Affairs function.

OVERALL ACCOUNTABILITIES:

1. Create and manage external affairs plans that measurably enhance the reach of and put our programmatic, safer gambling and other teams' work 'on the map' with stakeholders, partners, opinion formers and decision-makers
2. Conduct mapping to gather intelligence on target stakeholder' activity, using it to provide analysis and make recommendations that enhance our influencing opportunities and mitigate potential risks
3. Proactively monitor Westminster, devolved parliaments and assemblies, and local government, including managing our monitoring service, horizon scanning, and advising on, coordinating, and nurturing our political and government engagement and networks, e.g., with MPs/Peers, officials and Special Advisors, All Party Parliamentary Groups, and Select Committees
4. Monitor, identify, and draft clear responses to external inquiries; and develop high-quality briefing papers, presentations, opinion pieces and evidence-based products for a range of internal and external audiences, e.g., parliamentarians, opinion formers, partners, and wider stakeholders
5. Support the development, delivery and evaluation of parliamentary and other thought leadership events or meetings to raise our profile, develop our thinking, and shape the debate; and lead on associated outputs, e.g., follow up reports, briefings, and discussion papers
6. Play an active role in ensuring that our service users, audiences, and people with lived experience are embedded at the heart of our external affairs activities
7. Commission new and engaging research to shape our policy and ensure our influencing is supported by compelling evidence (e.g., surveys and opinion polling, evidence reviews, etc.)
8. Work in partnership with Communications and Digital Communications colleagues to coordinate and raise the profile of our external relationships and influencing work
9. Champion the team's internal profile, and the part each staff member can play through regular meetings, planning sessions, sharing

best practice, and using our internal comms channels

10. Support the Head of Press, Partnerships and Engagement in the management of the team's budget, evaluation and reporting activities, and development of GamCare's external affairs strategy, and undertake any other reasonable activities as requested
11. Be an active member of the Communications and External Affairs Directorate, offering advice and guidance on our strategic direction, taking shared responsibility for our development, culture, and EDI, and contributing across the team; and consistently model GamCare's values, manage your own development, have fun, and challenge yourself at work

Person Specification – Essential Criteria

- Operated in an external affairs or public affairs function for an organisation in a complex stakeholder environment, including setting and delivering strategic plans with the buy-in of senior internal and external stakeholders
- Experience across all aspects of government relations, public affairs, and influencing, with a track record of influencing national and local policy, and developing clear policy recommendations
- Track record of credible and effective stakeholder engagement, building, managing, and strengthening effective alliances and networks and negotiating policy
- Strong political acumen, understanding of the policy environment and routes to influence, and ability to work with, build and manage relationships with diverse stakeholders, e.g., policy-makers partners and opinion formers (including events development)
- Excellent verbal and written skills and the ability to communicate complex issues clearly for different audiences
- Ability to prioritise, design, project-manage (including budget management), and evaluate integrated influencing strategies, and achieve objectives
- Evidence of regular personal and professional development

Desirable

- While this role does not currently have line reports, there may be line management opportunities in the future. Line management experience is desirable

Qualifications/ Knowledge

- Educated to degree level (ideally a humanities or social sciences related subject) or possessing equivalent knowledge of how to communicate effectively both in writing and in person

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.

