

**PUBLIC AFFAIRS MANAGER**

Salary: **Band C - £43,212**

Responsible to: **Director of Public Affairs and Communications**

Type of Position: **Full time**

Location: **Flexible, hybrid working available. Our main office is in Glasgow.**

**Job Overview**

As our Public Affairs Manager at SFHA, you will be responsible for leading our political engagement and lobbying to deliver on our three strategic priorities: *Delivering and Managing Affordable Homes*, *Poverty and Inequality*, *The Climate Emergency*.  You will work collaboratively across the organisation to identify opportunities for positive change on behalf of our members.

In this role, you will be a senior representative of the housing association and co-operative sector in Scotland, and be expected to lobby, influence and build excellent relationships with MSPs and Government Ministers. You will need to develop a detailed understanding of the issues our members are facing and of their achievements, so that you can communicate these clearly to political audiences.

You will work across the organisation to support the delivery of our External Affairs Strategy, ensuring we develop a strong political appreciation and understanding of our members’ work, and helping us to tell the sector’s story to political audiences.

You will be responsible for managing a Public Affairs and Policy Co-Ordinator, and working with our Director of Public Affairs and Communications to foster an engaging team culture which matches the organisation’s values. In particular, you will work closely with the Communications Manager and Director of Policy and Membership to deliver SFHA’s organisational strategy, *Shaping our Futures Together.*

You will need to be adaptable and flexible, with an ability to respond to a fast-paced political environment, prioritising as appropriate to ensure that we can react swiftly to events which in turn enables members’ interests to be championed. The post holder will be required to work flexibly and be responsive.

**Role Outline**

**Political engagement**

Manage all of SFHA’s political engagement to ensure that our members feel well represented and connected with political stakeholders

* Develop and deliver the annual political engagement plan, with a particular focus on increasing political understanding of social housing and developing strong relationships between our members, MSPs and MPs
* Use a data-driven approach to plan and evaluate our political engagement
* Identify and act on opportunities to brief MSPs and MPs ahead of relevant debates
* Develop positive relationships with relevant MSPs, MPs and special advisors
* Work closely with the Director of Policy and Membership to ensure SFHA shapes and influences relevant legislation, regulation and policy
* Represent SFHA’s views at political events, networking opportunities in other arenas as appropriate
* Maintain compliance with any legislation regarding data management and information
* Working with the Communications Manager, identify political issues and trends to ensure SFHA is able to maximise media and communications opportunities
* Working with the Communications Manager, ensure SFHA gives due prominence to our work with politicians

**Member and Stakeholder Engagement**

* Identify and act on opportunities for our members to showcase their work with national politicians and develop relationships with local politicians
* Working with the Communications Manager, ensure that our political briefings make productive use of member case studies
* Attend conferences and events to inform and influence the agenda for housing on behalf of our members
* Develop positive relationships with other housing and third sector bodies across and outwith Scotland

**Team Leadership & Management**

* Provide line management to a Public Affairs and Policy Co-Ordinator
* Support your direct management report(s) by ensuring they have a clear work programme and agreed priorities, and identifying development opportunities and support
* Work with the Director of Public Affairs and Communications, your direct reports and other managers to foster a supportive and inclusive team culture which meets our values and ensures effective relationships with colleagues, members, and external partners
* Work collaboratively across the organisation to set the overall direction of our political work, taking shared responsibility for priority setting and the delivery of operational work plans
* Occasionally deputise for the Director of Public Affairs and Communications where required
* Manage the public affairs budget

**Other Duties**

* Work with colleagues across the organisation to identify opportunities and provide content for events programmes and external communications
* Develop and maintain an up-to-date knowledge of political events and trends, and the work of housing associations
* Work collaboratively with senior management to identify opportunities for your own training and development needs and those of your team
* Oversee the development and updating of transparent and effective work plans for key projects and areas of work within your remit
* Pro-actively contribute to the achievement and development of SFHA’s wider business objectives, providing support and guidance as required across the wider SFHA team
* Ensure compliance with and implementation of the SFHA’s policies including those relating to health and safety, emergency procedures, equal opportunities, code of conduct and disciplinary procedures
* Undertake any other duties considered reasonable within the scope and purpose of the post as may be instructed by the Executive Team
* Undertake any other duties considered reasonable within the scope and purpose of the post as may be instructed by the Chief Executive or Director of Public Affairs and Communications

A willingness to travel within Scotland is a key pre-requisite as our members span from the Highlands and Islands to the Borders and flexibility is required to accommodate overnight events and meetings.

**Person Specification**

**Experience & Qualifications**

**Essential**

* Understanding of the political environment and the workings of the Scottish Government and Scottish Parliament
* Strong political relationships across all parties in Scotland
* Experience of working within the policy and political environment
* A demonstrable ability to provide excellent line management and develop an inclusive and engaged team culture
* A demonstrable ability to engage in issues at a strategic level, seeing issues from other perspectives, and being able to respond accordingly
* An ability and willingness to grasp complex issues quickly and learn about housing issues
* An excellent standard of written communication and an ability to reach a variety of audiences
* A high standard of verbal communication, and an ability to reach to both in person and virtual audiences in an engaging way
* Ability to work methodically and accurately, with excellent attention to detail and robust time-management skills
* Strong inter-personal skills and an ability develop and maintain relationships with colleagues and partner organisations
* Excellent project management skills and a proven ability to prioritise
* Ability to gather, understand and analyse data and information from a variety of sources
* Understanding of developing plans and strategies

**Desirable**

* Competent in the use of MS Office packages
* Understanding of social housing