



## Policy and Public Affairs Manager

- **Responsible to** Executive Director
- **Responsible for** Policy and Research Officer
- **Location** – Home (remote) with occasional travel to English National Park Authorities and to London
- **Salary** – £47,500 - £52,500 per annum pro rata. (Actual £28,500-£31,500 for 0.6FTE)

0.6 FTE with options for flexible working **(we are always willing to consider a range of working patterns to enable you to manage your work life balance)**

This is a permanent contract

### About the role:

England's National Parks represent our finest landscapes, famed for their spectacular beauty, varied wildlife and rich cultural heritage. National Parks are critical to supporting local communities, providing access to green spaces for the nation, and helping to tackle the dual challenges of climate change and declining biodiversity.

National Parks England's purpose is to be the collective voice for English National Park Authorities, helping us to achieve our purposes through influencing policy.

The Policy and Public Affairs Manager will be an experienced public affairs professional with a passion for nature and understanding of National Parks. The successful applicant will join our senior management team, managing the Policy and Public Affairs team and work with the Executive Director to help develop and drive the NPE policy and public affairs strategy, working closely with stakeholders in our member National Parks and the wider Protected Landscapes family.

### Key tasks and responsibilities

#### Policy and Public Affairs

1. Develop our policy insight, public affairs and advocacy programme of activity, demonstrating a solid understanding of the external landscape.
2. To work with the Executive Director to develop the policy and public affairs strategy, including the development of key policy issues relating to our 4 strategic priorities.
3. Represent NPE at various engagement opportunities including parliamentary events and partner events
4. Monitor changes in policy, legislation and external environment which could affect National Parks and stay informed of policy areas on climate change, nature recovery, land management and agriculture, access farming.

5. Maintain public affairs and policy knowledge, tactics and networks – always ensuring a solid understanding of the political landscape.
6. Lead on the drafting of briefings and responses to consultations and calls for evidence relevant to National Parks.
7. Manage the parliamentary monitoring function and database and cascade as appropriate through internal communication channels.
8. Develop and maintain systems to track progress and report successes as part of the wider team's KPIs.
9. Work with colleagues in Programmes and Partnerships to map external stakeholders and allocate resources accordingly.
10. Create an engagement and stewardship programme with policy makers, influencers, parliamentarians, officials, key government departments and their relevant support staff where necessary.
11. Develop and manage relationships and campaigning opportunities with external partners
12. Manage all work-related contacts on the charity's CRM system
13. Represent NPE at external meetings and on key groups and coalitions, in consultation with the Executive Director.
14. Develop and maintain a public affairs and policy calendar that informs and helps drive the dissemination of relevant content across platforms
15. Field inquiries from stakeholders including journalists, politicians, regulators and other charities.
16. Provide expert advice and briefings to senior internal stakeholders, tailoring your message and style accordingly.
17. Write and prepare copy and briefings for a range of audiences and channels, including briefings, reports, Board papers, website content or social media (working closely with Communications colleagues). –
18. Write, edit and prepare key stakeholder newsletters reports and materials (Insight Briefing).
19. Work with Communications colleagues to develop and disseminate assets that supports the public affairs programme and campaigning work – including people stories, submissions, reports, and commentary
20. Contribute to the publication of key strategic publications including Annual Report and impact statements.
21. Ensure consistent branding, messaging, framing and tone of voice is used in all materials.

### **Senior Management role**

1. Line manage the Policy and Public Affairs team
2. Support the Executive Director in scoping programmes of work in line with our wider organisational strategy.
3. Support fundraising, communication, and reporting activities as required;
4. Be part of operational planning and review cycle
5. Prepare and present papers for board
6. Represent the organisation in stakeholder meetings where required

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of leading the development and implementation of a UK-wide policy and public affairs strategy.	Yes	
Ability to lead policy change and improvement and iterate development with key stakeholders.	Yes	-
An understanding of the UK political system and policy making processes, particularly in the context of National Parks.	Yes	-
A strong understanding of policy research and analysis techniques and the ability to gather and research information from a broad range of sources, to interpret complex and technical information and to analyse data to inform policy.	Yes	
Effective influencing skills with the ability to confidently and accurately represent policy positions and spot opportunities to pursue policy and campaign goals.	Yes	
Experience of writing for and editing for a range of audiences including submissions, briefings, reports, and media content	Yes	
Experience of leading and chairing and participating in meetings of internal and external stakeholders in ways that build and maintain productive external and internal relationships	Yes	
An excellent project manager with a 'can do' attitude, excellent attention to detail and the aptitude to manage different activities simultaneously, work well under pressure and meet deadlines.	Yes	
Knowledge of influencing strategies for different stakeholders including parliamentary tactics and policy levers.	Yes	
Knowledge of policy areas relating to National Parks, the key stakeholders and other organisations within the sector		Yes

<b>Personal Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Self-motivated and resourceful	Yes	-
Diplomacy and political acuity	Yes	-
Affinity for the beneficial role of National Parks in England	Yes	-
Accuracy, robustness, thoroughness and consistently high standards of delivery	Yes	-
A commitment to improving equality, diversity and inclusion	Yes	-
Respectful and considerate of differing perspectives and experiences	Yes	-

### **Selection process**

You can apply for this job by submitting your application via the link on the job ad on our website.

Please submit

- A CV (2 pages)
- A cover letter (up to 3 pages)

In your cover letter, please give evidence of how your experience and skills make you suitable for this role and in particular why working with National Parks is of interest to you.

Closing date: 5pm Wednesday 22<sup>nd</sup> May 2024

First stage interviews will take place online w/c 10<sup>th</sup> June 2024

### **Questions?**

We are a small team with really limited resources, so in the first instance we are offering 3 sessions where we will present about both roles and there will be opportunities to ask questions

You can sign up for these [here](#).

**NB We request no contact from agencies for this role and we will not respond to unsolicited agency requests.**