

<b>Job title</b>	Head of Policy & External Communications
<b>Reports to</b>	Chief Executive Officer
<b>Hours of work</b>	37 per week but part-time/flexible working may be considered
<b>Salary</b>	SCP 42-45 (currently £50,512-£54,017)
<b>Location</b>	Home based with occasional travel to our head office in Taunton and to other locations in the course of the work. All travel and subsistence expenses paid.

### **Purpose of the job**

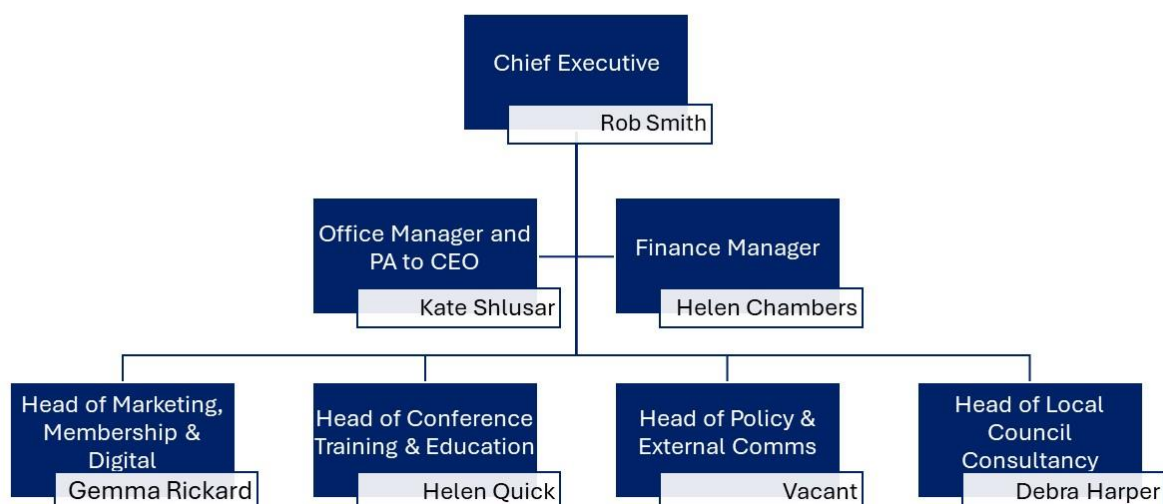
- Be responsible for SLCC’s external profile and for projecting and advancing our position on the issues of importance to our profession.
- Build excellent working relationships with relevant senior civil servants as well as a range of local council/government stakeholders, so that they recognize the need and value of working with SLCC.
- Build on our external affairs capability and take the lead in managing relationships with key stakeholders and members of the media, reviewing regularly the key personnel we need to engage with, and direct the CEO and Board accordingly.
- Develop our programme of podcasts and content creation and put in place monitoring arrangements to establish effectiveness.
- Manage our Advisory Service, ensuring it remains both effective and efficient.
- Play a full part in the formulation and periodic review of SLCC’s strategy and action plan ensuring the external affairs agenda is aligned with both.

### **Key Duties & Responsibilities**

- Work with SLCC’s Board, National Forum, operations team, advisors and members as appropriate to define SLCC’s objectives and policies on a variety of matters and delivering those in the course of which collaboration with external stakeholders will be key.
- Ensure all external communication functions align with SLCC’s overall messaging and communications strategy including where there are complex issues or sensitivities.
- Manage SLCC’s Advisory Service, including line management of the Senior Advisor. Provide regular reports on the activity of the Advisory Service to the Chief Executive and management team.
- Develop and maintain a stakeholder map to underpin our understanding of the networks of influence that exist or are emerging, bridging any gaps and making new connections.
- Develop evidence-based narratives in support of SLCC strategic priorities and lobbying positions as necessary.

- Take ownership of all Government, and/or other agency consultations and prepare responses in collaboration with National Advisors, other subject matter experts and the Board.
- Represent SLCC together with, or in place of, the CEO on all national advisory bodies and act as 'first point of contact' for external stakeholders.
- In consultation with the CEO, maintain and regularly update a prioritised register of the key issues and all relevant policy developments – external and internal – in which SLCC is engaged or interested.
- Report quarterly to the Board on matters of interest to SLCC including parliamentary and legislative proposals and frame regulations and guidance accordingly.
- Provide an up to date briefing on all external affairs activity affecting the profession for use in presentations, communications, and Board briefings.
- Liaise with, visit, and present to SLCC branches to maintain an understanding of the challenges and priorities of the profession and, in turn, communicate and instill confidence in the work and role of SLCC.
- Liaise regularly and work with other members of SLCC's senior management team, particularly the Head of Marketing, Membership & Digital.
- Undertake specific management tasks, assignments or projects as directed by the CEO.
- Undertake continuous professional development as identified in the performance review process.

**SLCC Senior Management Structure – May 2024**



**Person specification**

<b>Experience</b>	<b>E</b>	<b>D</b>
Significant experience of the role of the clerk and the local council sector	X	
Track record of liaison with senior stakeholders in local government and the wider political arena	X	
Degree calibre	X	
A degree in Community Governance		X
Demonstrable record of adding value to an organisation	X	
People management – and bringing out the full potential in direct reports	X	
<b>Skills</b>		
Excellent verbal and written communications skills with a variety of internal and external stakeholders	X	
Excellent engagement, communication and presentation skills to a variety of audiences	X	
Ability to build and maintain credibility with a wide range of external stakeholders	X	
Understanding of SLCC's strategic context and in-depth knowledge of the political environment	X	
Clear understanding of the role, goals and mission of SLCC and the priorities of its members	X	
Wide understanding of local and national government policy and parliamentary procedure	X	
Ability to analyse and evaluate data and produce reports that translate the data into information so as to establish clear findings	X	
A highly flexible approach with the ability to deliver work on own initiative and under pressure	X	
Proven organisational skills and the ability to identify and manage workload priorities	X	

E – essential, D - desirable