| **Job title** | Senior External Affairs Manager | **Grade** | Senior Executive Officer/SIO |
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| **Department** | (Dept to insert) | **Reports to:**  | Grade 7/G7 |

| **Job outline**  |
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| **About the department**(Organisation to insert their own text describing the size/shape/purpose of their department and where possible a specific mention of where this role sits in the comms team)**About the role**Working as a Senior External Affairs Manager for Government Communications is an exciting, inspiring opportunity that will challenge and develop you as a professional communicator. You will be working on impactful initiatives, helping to shape communications on issues that directly influence communities and everyday lives across the country.We are looking for a proactive and skilled individual to drive the delivery of high-quality stakeholder engagement across priority policy areas. In this role you will build, develop and maintain effective relationships with a diverse range of key stakeholders, contribute to strategic communications planning, and support senior leaders in their engagement activities. You will work within a fast-paced environment, responding quickly to changing priorities while maintaining strategic focus. This role requires excellent judgement, strong interpersonal skills, and the ability to navigate complex policy landscapes while building trusted relationships with diverse stakeholders.As part of the wider External Affairs team, you will contribute to an integrated approach to stakeholder management, ensuring consistent messaging and maximising the impact of our engagement activities. **About Government Communications**By joining a communications team, you will become a member of Government Communications, a well-established profession of communicators working in government departments, agencies and arm’s-length bodies. You’ll benefit from continuous professional development from our new learning and development curriculum, a network of skilled communicators sharing best practice, mentoring opportunities, and much more!Learn more about how joining the communication profession can support your career and development by visiting the [careers page](https://www.civil-service-careers.gov.uk/professions/working-in-communications/).For help with writing your application, please take a look at the Government Communications [recruitment top tips for candidates guide](https://gcs.civilservice.gov.uk/career/recruitment-guidance/recruitment-top-tips-for-candidates/) and the Civil Service [guide to artificial intelligence (AI) in recruitment](https://www.civil-service-careers.gov.uk/artificial-intelligence-and-recruitment/). |

| **Key responsibilities** |
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| We are looking for motivated and creative individuals to join us and embark on an exceptional career in government communications.Your key responsibilities will include:* Develop and implement comprehensive stakeholder engagement strategies that align with departmental priorities and policy goals.
* Identify influential stakeholders across various sectors, monitoring their positions on key issues, and producing regular reports.
* Manage relationships through direct engagement, event, and tailored communications while building advocacy for government initiatives.
* Create compelling briefing materials, presentations, and stakeholder correspondence for ministers and senior officials.
* Coordinate with colleagues across government to ensure a joined-up approach to external engagement.
* Contribute to cross-cutting communications campaigns, ensuring stakeholder perspectives are integrated into planning and delivery to reach the end audience.
* Evaluate the impact of stakeholder engagement activities to demonstrate value and inform future approaches.

With the support of an experienced network of peers and a strong focus on professional development, you will develop skills in line with these areas. |

| **Person specification**  |
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| Government Communications is determined to ensure that the profession is representative of the audiences we are communicating with and welcomes applications from the widest range of people of different backgrounds, cultures and experiences. You can find out more by visiting <https://gcs.civilservice.gov.uk/>. |
| **Essential criteria:*** Experience in stakeholder engagement, external affairs or public relations, with proven ability to build and maintain trusted strategic relationships at all levels.
* Experience in public/external affairs, with a strong understanding of the political landscape and government priorities including navigating complex policy positions.
* Excellent written and verbal communication skills with the ability to write clear briefings for a diverse range of stakeholders.
* Experience of managing multiple projects, prioritising competing demands and managing sensitive information.
* Good understanding of strategic communications and stakeholder management principles.
* Collaborative working, a proactive team player with sound problem-solving skills, the ability to interpret complex information and deliver clear and engaging content to the end audience.

**Desirable criteria:*** Experience of using stakeholder management systems and tools.
* Leadership and team management capabilities, including setting clear direction, supporting team members, and adopting an inclusive leadership style that values diversity and inclusion.
* Experience in developing and implementing systems or processes that ensure excellence and value for money in communications activities.
* Digital communication prowess, understanding of digital channels, platforms, and content formats to grow and engage audiences, including skills in digital strategy and content creation.
* Experience in events and event project management, including planning, supporting and delivering receptions and partner events as part of own work or as a team.
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| **Behaviours**  |
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| We will be assessing you on the following behaviours which link to the [Civil Service Success Profiles:](https://www.gov.uk/government/publications/success-profiles/success-profiles-civil-service-behaviours)* Communicating and influencing
* Managing a quality service
* Working together
* Seeing the big picture
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| **Technical skills**  |
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| We'll assess you against these technical skills during the selection process:\*\* The current competency framework is in the process of being updated with a new skills and behaviour framework, that will be launched in 2025. Guidance on how to use this across Government Communication job descriptions will be shared with hiring managers when available.  |