

private & confidential

Role Description



**Portman
Group**

Director of External Affairs

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DIRECTOR OF EXTERNAL AFFAIRS – THE PORTMAN GROUP

The Organisation:

The Portman Group was established in 1989 by the UK's leading alcohol producers. Its role was to promote responsible drinking; to help prevent alcohol misuse; and to foster a balanced understanding of alcohol-related issues. The name derives from the fact that the early meetings to launch the organisation took place at the Guinness offices in Portman Square, London.

The Portman Group is funded by eight member companies who represent every sector of drinks production and collectively account for more than half the UK alcohol market.

They recognise that they have both a responsibility and a major business interest in reducing the harmful use of alcohol and have pioneered a number of innovative initiatives to educate the public about responsible drinking. These include unit labelling, the widespread promotion of responsible drinking messages and bringing about the creation of Drinkaware, an independent charity, which is now the main source of consumer information on responsible drinking. Portman Group members continue to provide significant funding for Drinkaware's education and campaigning work.

The Portman Group believes that a targeted approach with a focus on education and prevention is more effective than blanket controls in tackling alcohol misuse. Alcohol harm reduction measures should target the minority who misuse alcohol rather than the majority who enjoy a drink responsibly.

The following values and beliefs underpin the Portman Group's work:

- The drinks industry has a legitimate and important role to play in combating alcohol misuse
- Enlightened corporate social responsibility is good for business
- The consumption of alcohol in moderation (as defined by the government's guidelines in the UK) is compatible with a healthy lifestyle
- Effective alcohol policy balances legislation, self-regulation and personal responsibility



JOB DESCRIPTION

Purpose of job:

To manage TPG's external relations, communications, policy and public affairs, including with industry, member companies, media, government and a range of other stakeholders; to support the Chief Executive in the development of TPG's policy positions on general alcohol-related social issues; to assist the Chief Executive in the strategic planning and efficient operation of TPG; and to promote the aims of TPG and act as a brand ambassador.

Accountable to:

Chief Executive

Responsible for:

- Senior Comms and External Affairs Manager
- Press and Public Affairs Officer
- Research and Data Analyst
- Communications Assistant

Main duties and responsibilities:

- To provide strategic leadership across TPG's external relations function, ensuring that member companies are recognised as leading the industry on issues around social responsibility.
- To support the Chief Executive, as a member of TPG's leadership team, to develop and deliver a strategy to promote the effectiveness of industry self-regulation in alcohol marketing and promote the benefits of TPG membership.
- To assist the Chief Executive in establishing TPG policy on alcohol social issues, except in relation to brand marketing issues (which are the responsibility of the Code Advisory Service), and to oversee the preparation of documents, presentations, consultation responses and other papers as necessary to communicate these policies.
- To manage and oversee TPG's media relations, including: building relationships with key media contacts; approving press releases and reactive content; handling day to day media enquiries; acting as TPG's out-of-office-hours press contact; occasionally acting as TPG's spokesperson, including in broadcast interviews, as required by the Chief Executive; overseeing the organisation of press conferences and briefings; managing the press cuttings service; ensuring the trade press is monitored; keeping members and relevant colleagues informed of relevant media interest.
- To keep abreast of all relevant political developments at a regional, national and EU level, including through the management of TPG's parliamentary monitoring agency; to keep the Chief Executive, other colleagues and member companies informed as necessary of such developments and to advise on appropriate responses; to foster, grow and maintain good relations between TPG and government departments and officials, and relevant agencies.
- To assist the Chief Executive in ensuring that TPG enjoys positive relationships and good communications with all other key stakeholders including member companies, trade associations, other industry contacts, other countries' alcohol social aspect organisations, NGOs and the public.
- To manage the process to review and update TPG's corporate website and social media channels.
- To represent TPG externally, for example, at meetings and conferences, and where needed to deliver presentations and speeches, as required by the Chief Executive.
- To commission content to support TPG's position as a thought leader on social responsibility issues and to oversee the production and promotion of all of TPG's publications.



- To promote awareness of the Code and its complaints process among the public and other stakeholders.
- To propose, develop and project manage any initiatives, including campaigns, events and seminars, falling within the post's areas of responsibility.
- To manage all relevant budgets for activities within the post holder's areas of responsibility.
- To be flexibly deployed in other areas of work as required by the Chief Executive and taking into account the needs of a small organisation.

Skills, knowledge and experience required:

- Proven track record of successful experience in a senior communications role dealing with government, media and broad stakeholder interests.
- Excellent administrative skills and high standards of personal organisation.
- Excellent written and oral communications skills. Personal presence and convincing, authoritative manner;
- Experience of managing individuals and of supervising the contribution of outsourced services.
- Ability to express TPG's policies and responses succinctly, accurately and appropriately for the audience.
- Ability to make quick but thoughtful judgements, often on controversial or sensitive issues.
- Proven experience in successful planning and management of a heavy workload within a framework of timescales and accountability.
- Ability to identify emerging issues and challenges which might result in media attention and which require the preparation of position statements to be developed in advance.
- Experience and understanding of budget management.
- Enthusiasm for being a team player in a small organisation with a big mission.
- Experience of commissioning and/or publishing analysis, insight or research, including academic research.
- Experience of working on strategic policy issues and of analysing and resolving complex issues.

General information

- Salary £60-70k
- Contributory pension scheme (Matched contributions up to 5% each)
- 35 hours per week
- 28 days annual leave
- Season ticket loan available
- Offices in London W1

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