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# Role Description



Senior Public Affairs Adviser – Strategic Campaigns

**For further information please contact:**

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**Job Title:** Senior Public Affairs Adviser – Strategic Campaigns  
**Reports To:** Public Affairs and Stakeholder Engagement Manager  
**Directorate:** Corporate Services

**Job Purpose:**

The Senior Public Affairs Adviser – Strategic Campaigns will assist with developing and enacting major influencing campaigns supporting University’s Town House Strategy with the overall intention of protecting and enhancing Kingston University’s internal and external reputation.

The post holder will help with providing specialist advice to senior colleagues and communications staff, as required, on key stakeholder and wider public affairs engagement. They will work alongside, advise and help appraise the work of consultancy staff who work on projects as required (which will include the appointed agency supporting on the delivery of the future skills campaign).

They will also assist with the project management of campaigns including external events, round tables and assist with the creation of appropriate forms of online and print communications that inform and engage staff, students and external stakeholders.

The post holder will also play an important role in the development and strengthening the University’s external relationships in support of strategic public affairs and stakeholder engagement campaigns to include Parliamentary, Business and other key stakeholders.

Working with teams across the University the Senior Public Affairs Adviser – Strategic Campaigns will develop and strengthen internal relationships, which will be vital in enhancing the University’s external engagement, messaging, bid submissions and partnerships.

**Role and Responsibilities**

The Public Affairs team’s primary objectives are to raise the profile of the University’s strategic positioning with external audiences and to enhance its ability to engage and influence. To accomplish these objectives, this role will be responsible for:

- Assisting with a variety of work streams across the team with a focus on campaign project management, stakeholder engagement and wider public affairs team priorities.
- Working with senior colleagues to maintain and enhance the University’s strategic relationships.

- Ensuring effective project management mechanisms are in place to monitor and deliver impactful strategic campaigns with key evaluation tools in place working closely with the Public Affairs and Stakeholder Engagement Manager.
- Developing internal relationships across the University to maintain and enhance a co-ordinated approach across the institution in support of public affairs priorities. This will include maintaining regular contact with the Deans and colleagues across the Faculties and other professional services Directorates.
- Assisting with local, regional and national engagement around key University workstreams – especially around the Future Skills campaign.
- Providing briefings and drafting correspondence in support in facilitating stakeholder meetings for the Vice-Chancellor, and other members of the Senior Leadership Team and Director of Brand, Communications and Public Affairs as appropriate.
- Working with the Public Affairs and Stakeholder Engagement Manager to communicate relevant external developments internally via effective channels, providing strategic advice where appropriate.
- Developing and strengthening relationships with key internal stakeholders across the University to enhance our external engagement, messaging, consultation submissions and partnerships.
- Assisting with developing a programme of internal and external events in support of key campaigns and wider public affairs priorities.
- Participate in knowledge sharing sessions to enhance the team’s development and take responsibility for personal learning and development to enhance knowledge and skills.
- Keep up to date with professional best practice and promote this across the University.
- Work outside usual office hours when necessary.

Please note, on occasions other duties may be undertaken as part of this role and in line with the grade.

### **Core Values**

**Inclusive** – To Value the diversity of students and staff treating them respectfully.

**Innovative** – To apply new methods or ideas to facilitate progress.

**Ambitious** – To pursue excellence for oneself, the University, and our communities.

**Enterprising** – To recognise and act on opportunities.

### **Person Specification: Knowledge & Qualifications**

#### **Essential**

- A degree or equivalent level qualification.
- background in developing partnerships and managing strategic relationships.
- Experience of proactively identifying and developing opportunities for organisations to deliver on strategic priorities and increase their impact with key stakeholders.
- Experience of advising colleagues within an organisation and is able to communicate analysis authoritatively to audiences.
- Experience of engaging with a wide variety of stakeholders from a range of settings and developing effective relationships.

- Experience of assisting with planning, managing and evaluating projects
- Experience of writing for a range of audiences.

### **Desirable**

- Experience of contributing to the development of strategic plans and institutional policies.

## **Person Specification: Skills & Competences**

### **Essential**

- Excellent written and oral communication skills with the ability to communicate complex policy messages to a range of audiences through a variety of channels.
- A good team player with the ability to work collaboratively with colleagues from across the University and key external partners to obtain information and achieve results.
- Experience of helping to deliver communications and stakeholder engagement strategies and plans including the ability to advise on strategies and plans.
- A disciplined approach to project advisement and excellent organisational skills with the ability to handle a multi-task workload in a fast-paced environment.
- Budget advisement and experience of working with consultancies.
- Problem solving and time advisement skills with the ability to work to tight deadlines whilst maintaining high standards.
- Excellent interpersonal skills and the ability to communicate with a wide range of people at different levels, internally and externally.
- The ability to confidently deliver a high standard of oral communication to a wide audience ranging from senior staff to external stakeholders.
- Ability to advise on projects, including experience of budget monitoring and co-ordination.
- An effective networker.
- The ability to handle a multi-task workload.
- The ability to work well in a team.

### **Important Working Relationships**

- Public Affairs and Stakeholder Engagement Manager
- Director of Brand, Communications and Public Affairs
- Senior Public Affairs Adviser (Civic)
- Senior Public Affairs Adviser (Policy)
- Public Affairs Assistant
- Vice-Chancellor and wider Senior Leadership Team as appropriate
- Vice-Chancellor's Office and Secretariat
- External Communications team
- Corporate Communications team
- Internal Communications team
- Social Media and Digital Content team
- Colleagues in Faculties and Directorates across the University
- Key external stakeholders including parliamentarians, businesses and other major influencers