

Public Affairs Officer

- Service area: Communications and Campaigns
- Grade: PO1
- Reports to: Media and Public Affairs Manager
- Your team: External Communications and Campaigns

Our mission

We are determined to create a more equal Islington, where everyone who lives here has an equal chance to thrive.

To do this, everyone who works at Islington Council lives by a set of values which guide us in everything that we do: collaborative, ambitious, resourceful, and empowering. They spell out 'CARE', which is what we think public service is all about.

[Watch our video](#) to hear more about our mission and how you can help us achieve it from the Leader of the Council, Cllr Kaya Comer-Schwartz.

Key responsibilities

To lead public affairs campaigns that aim to influence national and regional policy, ensure the council's voice is represented in policy debate, and support the objectives set out in the council's Strategic Plan.

To monitor and track government business, including the legislative process, departmental consultations and Select Committee inquiries, to identify opportunities for the council to influence policy development.

To coordinate the council's responses to government consultations and Select Committee inquiries, working with services to ensure that responses are of good quality and convey the council's core mission and objectives.

To prepare and brief councillors and council officers to give oral evidence to Select Committees, the London Assembly, or other forums as appropriate.

To develop the council's relationship with Islington's MPs and Assembly Member, helping to ensure that the council's interests and policy goals are understood amongst its national and regional elected representatives and can be supported effectively if appropriate.

To provide advice on public affairs to councillors and council officers, and ensure that the wider communications team understands and contributes to ongoing public affairs work.

To work with the wider communications team, and especially the Media and Public Affairs Manager, to ensure that the council's public affairs work is promoted effectively to residents, businesses and stakeholders.

To support the delivery of the wider communications service's objectives, giving advice and support on public affairs for major campaigns.

The postholder will have lead responsibility and accountability for the following:

- Plan and deliver public affairs campaigns for the council, tied to communications priorities and council objectives
- Identifying legislative and campaign priorities, tracking Government and other policy development and overseeing the coordination of the council's responses to issues and strategic engagement with MPs
- Update and operate a public affairs and policy tracking system, monitoring legislative business and coordinating effective council responses to new legislation, government consultations and Select Committee inquiries with services
- Provide advice on public affairs issues to senior officers and councillors
- Working with the Digital Communications and Engagement Manager, provide content for social media channels, email marketing, website and instant messaging, as part of integrated campaigns
- Contribute towards council print publications, and their associated digital channels
- Be an advocate for strategic communications within the council, demonstrating the importance of planned and targeted communications and corporate grip on issues
- Ensure public affairs work is driven by research, data and insight, and is culturally competent for Islington's communities
- Monitor and respond to the latest public affairs trends and issues, ensuring the council's service takes advantage of new technologies and capabilities
- Attendance at council or other meetings as required

Leadership

As a member of the council's management team, to contribute proactively to the collective leadership for the council, working collaboratively with Members, services across the council, partners and stakeholders to deliver the council's objectives and priorities.

To drive positive cultural change, embodying and promoting the values and behaviours of the council and empowering staff to reach their full potential. Ensure that the performance and development framework is effective for all staff.

To lead on and ensure the effective implementation of corporate initiatives and transformation programmes that cut across the whole or part of the council's activities.

Resources and Financial Management

Ensure effective Financial Management, cost controls and income maximisation in an ever changing environment, fluctuating demands and priorities. Ensure resources are well managed and effectively deployed to the best possible effects assuring value for money in all activities.

Compliance

Ensure legal, regulatory and policy compliance under GDPR, Health and Safety and in area of your specialism identifying opportunities and risks and escalating where appropriate.

Work style

Flexible

Person specification

You should demonstrate on your application form how you meet the criteria. Please ensure you address all the criteria as this will be used to assess your suitability for the post.

Essential criteria

Experience

Essential criteria	Criteria description	Assessed by
E1	Experience of delivering public affairs work, ideally in local government or the public sector.	Application/Interview
E2	Understanding of the legislative process and how policy is developed.	Application/Interview
E3	Ability to turn complex information into creative, compelling, relevant and targeted content that tells a clear and consistent story to its target audience.	Application/Interview
E4	Experience of preparing briefings for evidence sessions or media interviews.	Application/Interview
E5	Experience or a keen interest in working with elected politicians and in a political environment.	Application/Interview
E6	Experience of tracking and planning work effectively, ideally in a communications or public affairs setting.	Application/Interview

--	--	--

E7	Proven knowledge and understanding of local government and the challenges it faces.	Application/Interview
E8	A good understanding of the legislative process and experience of public affairs.	Application/Interview
E9	Experience of delivering or taking part in communications or public affairs campaigns.	Application/Interview

Skills

Essential criteria	Criteria description	Assessed by
E10	Good political awareness and understanding of what drives political priorities and policymaking.	Application/Interview
E11	Excellent interpersonal, leadership and management skills to motivate colleagues to achieve change and improve services.	Application/Interview
E12	Excellent written and verbal communication skills, and the ability to motivate, inspire and influence others.	Application/Interview

E13	Personal and professional demeanour which generates credibility and confidence amongst the general public, members, chief officers, staff, external partners and all other stakeholders.	Application/Interview
E14	Ability to work under pressure, meeting deadlines and balancing different priorities and workloads.	Application/Interview
E15	Ability to work collaboratively with a range of internal and external stakeholders.	Application/Interview
E16	A commitment to cultural competence and understanding of the needs of Islington's diverse community.	Application/Interview

Our accreditations

Our accreditations include: the Healthy Workplace award; Timewise; London Living Wage Employer; Disability Confident Committed; The Mayor's Good Work Standard; Stonewall Diversity Champion; and Time to Change.

