

## JOB DESCRIPTION

**Job Title:** Policy & Public Affairs Lead  
**Job Level:** Level 3  
**Reports To:** Communications & Marketing Director  
**Date Reviewed:** July 2020

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### **About Be the Business:**

Having been asked by the chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield brought together some of the brightest minds in UK plc to approach the problem in a different way.

The "How Good Is Your Business Really" report called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie Be the Business was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

### **Job Purpose:**

With funding coming direct from Government, it is critical that Be the Business is understood by and enjoys the support of stakeholders at all levels in the political and policy making world. It is of equal importance that the work of Be the Business ties clearly into formal policy especially as it is formed within Departments.

Working collaboratively across all of Be the Business, the Policy & Public Affairs Lead will be responsible for managing Be the Business's relationship with government, policy makers, politicians and stakeholder groups, both nationally and locally.

This will be a demanding but fulfilling role given productivity and SME recovery are issues cutting right across Departments and Government.

### **Key Responsibilities:**

- Supports SMT in the management of relationships with policy officials in our key sponsoring department and other relevant departments
- Lead engagement across Whitehall and Westminster through the development of a sophisticated stakeholder engagement strategy to ensure BtB and its work are high on the agenda of Parliamentarians, policy makers, and stakeholders and is considered in policy making
- Develops and maintains external relationships beyond Whitehall and Westminster and across the wider stakeholder ecosystem including other government bodies, thinktanks, business representative bodies etc.
- Responsible for the provision of on-going horizon scanning, political and policy insight, monitoring and analysis, drawing on information from many sources and managing agency input.

- Responsible for leading the design of BtB own policy positions and asks (working collaboratively) and ensuring these are folded into the thinking and delivery of other team and functions where applicable
- Responsible for policy updates to SMT on a monthly basis providing oversight of policy changes and development and areas of risk and opportunity
- Act as key conduit and input on development of key policy inputs as required to strategy, business planning, BEIS reviews, spending reviews and overall communications, marketing, and campaigns strategy
- Line manages Policy and Public Affairs Manager

\* Please note this is not an exhaustive list of responsibilities and may be revised from time to time as per business needs.

**Skills / Competencies Required:**

- Good organisational and time management skills.
- Exemplary written and verbal communication skills.
- Proven understanding of Whitehall, and a proven ability to build relationships across Departments.
- Experience of building relationships with and influencing Parliamentarians and their staff across parties.
- Strong understanding of economics and public policy debates around economic development, small and medium-sized business, and business support.
- Experience of working collaboratively with a multi-disciplined team.
- Alignment with BtB Values.
- Degree level qualification.