



Role Specification

Senior Corporate Affairs Manager

About Be the Business

Productivity drives growth as well as increasing social prosperity and improving living standards but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Having been asked by the Chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield, Chairman of the John Lewis Partnership, brought together some of the brightest minds in UK plc to approach the problem in a different way. The result was a report entitled "[How Good Is Your Business Really](#)" that 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 and Chief Executive Tony Danker, Be the Business (BtB) 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.

Be the business focusses on the role that management and leadership play in improving firm level productivity. We do not tend to look at the sector specific technical expertise required in a given industry, but rather the kinds of leadership and management practices that have been proven to support firms in driving better productivity and competitiveness – things like helping your people thrive and produce, meeting customer needs, making sure it all comes together in the bottom line, and strengthening personal and strategic leadership.

These are vital attributes for UK firms, not only in light of the uncertainty of Brexit and the resilience that firms will have to exhibit, but also in light of the stagnant levels of productivity across the country over the last decade compared to our G7 peers who have recovered more strongly since the financial crisis.

The role

The Corporate Affairs team has played a crucial role in helping the organisation raise its profile, establish its key messages and influence a wide range of audiences including senior politicians, policy makers, national journalists, regional press, think tanks, and corporate partners. In the past year the team has been responsible for high-profile meetings with Governor of the Bank of England, Mark Carney, Chancellor Philip Hammond MP, Business Secretary Greg Clark MP, and has built a broad base of support around the organisation's perspective on the country's economic priorities.

The Senior Corporate Affairs Manager will be a high-profile addition to the Corporate Affairs team. Reporting to the Corporate Affairs Director, they will be focused on establishing thought leadership and PR opportunities for advisory board members (known as the Productivity Leadership Group), linked to the organisation's key priorities.

This is an excellent opportunity for a talented communications professional to further their career with a very high profile, mission-led organisation, with a hugely talented management team.

The network and access to some of the UK's highest profile business leaders, and communications teams across leading FTSE businesses, is unparalleled.

Key accountabilities

- Source and shape thought leadership opportunities for board members in collaboration with external partners
- Build relationships with communications teams at Be the Business board members' companies to support the co-development of thought leadership moments
- Work with in-house comms teams to amplify their broader work linked to the UK economy, productivity and competitiveness
- Draft materials to support PR activity including speeches, presentations, press releases, briefings and social media posts
- With the Corporate Affairs Assistant, develop and populate a calendar of upcoming thought leadership / PR moments, to be shared regularly with the CEO and Corporate Affairs Director
- Accompany board members to events and interviews as required
- Oversee external PR for the quarterly advisory board meetings

Personal qualities / skills;

- Outstanding written and verbal communications skills, with the credibility and confidence to engage and influence at senior levels
- Strong interpersonal skills, and an ability to work effectively with a range of stakeholders
- A good attention to detail, with an ability to juggle multiple priorities and competing demands, in a fast-paced environment
- Motivated by contributing to a purpose-driven organisation, focused on a key national challenge
- Participate collaboratively with the wider Corporate Affairs team
- Forge strong collaborative working relationships with other internal teams and contribute to broader organisational projects as / when required

Key relationships / stakeholders;

Internal: CEO, Director of Corporate Affairs, Communications Manager, Corporate Affairs Assistant

External: Board members, external partners, agency support

Education / qualifications

- Degree level or equivalent

Role Details

- This is a full time, fixed term contract position for up to 12 months

- Location: Central London
- Salary – Competitive
- Other benefits: 6 weeks' holiday & company contributions of 10% into the BtB pension scheme (subject to employee contributions of 5%)