



Head of Public Affairs and Policy June 2019

Candidate Information: Job Description, person specification and application process

Position: Head of Public Affairs and Policy

Location: London/South East preferred as regular availability at Westminster is essential. Home-based role with regular UK and some overseas travel.

Reports to: Chief Executive

Closing date: 5pm on Friday 12th July 2019

Introduction

SIBA, the Society of Independent Brewers, was formed in 1980. As a trade association we represent more than 750 independent British craft breweries. We provide support services for our members and create commercial opportunities through a number of different initiatives. We fight for our members on the issues that matter and add value to their businesses.

It is an exciting and challenging time for SIBA and for Britain's independent craft breweries. SIBA's vision 'to deliver the future of British beer and become the voice of British Independent Brewing' is challenging and exciting. Our Head of Public Affairs and Policy will be an important part of our professional staff team focusing on our vision and delivery of our strategic plan, leading on our campaigning activity.

Job Overview

Possibly the best public affairs and policy job in the UK, you will sit as a member of the Senior Management Team (SMT) and will be tasked with delivering first-rate internal and external policy communications including building the profile of SIBA and its key issues with Governments and parliamentarians in Westminster, Scotland, Wales and Northern Ireland as well as at a European level. You will build contacts, identify opportunities, monitor policy, represent SIBA and raise the awareness of and support for our professional brewing business members, confirming SIBA as their voice. You will help develop our public affairs and communications strategy as well as devising and delivering plans for individual projects and campaigns, advising the Chief Executive as the Society's main spokesperson. You will work closely with the

Head of PR and Marketing and the Head of Operations in delivering SIBA's objectives.

You will be expected to travel around the UK as part of the role visiting MPs constituencies and member breweries.

Purpose of the role

- Provide an effective Public Affairs and policy function
- Build profile, opportunities and contacts
- Develop public affairs and communications strategies to deliver SIBA's aims and objectives
- Plan and deliver campaigns
- Organise events
- Represent SIBA
- Advise on policy issues and be responsible for consultation responses as needed
- Monitor parliamentary activity and policy issues and advise accordingly

The Package

- Starting salary will be in the range £40,000-45,000 and is dependent on qualifications and experience.
- Permanent position on successful completion of six month probationary period
- Contributory pension scheme on successful completion of probationary period
- Performance review at three, six and twelve months in the first year and at least annually thereafter
- Travel in the UK and occasionally abroad
- Travel and subsistence expenses paid
- Home-based; SIBA offices located in Ripon
- Staff benefits include group life and income protection cover
- Other benefits include training to become a qualified beer competitions judge on completion of probationary period.

Responsibilities and key deliverables

- Develop public affairs strategies to deliver SIBA's vision and strategic aims
- Devise and implement tactics to build engagement and support for SIBA and its aims with the UK, Welsh, Scottish and Northern Irish Governments, civil servants and parliamentarians as well as the European Commission and Parliament.
- To work closely with SIBA's head of PR and Marketing on the policy related elements of press engagement.
- To represent SIBA at industry and Westminster events and meetings.
- To deliver effective internal and external communications for the trade association and commercial activities

- Monitor, communicate and advise upon upcoming policy developments, the political climate and the progress of relevant bills or other activity including maintaining a public affairs timetable and calendar for SIBA
- Provide appropriate briefing documents at all levels
- Provide general lobbying advice and support to the Chief Executive and Chairman
- Build engagement programmes with SIBA members and ensure SIBA's Executive and Board are suitably briefed on lobbying issues and activity
- Provide general lobbying advice and support to members in dealing with MPs, etc
- Research and write responses to relevant consultations
- Manage a public affairs and policy budget
- Manage a contact database and a contact diary/timetable
- Identify and maintain relationships with relevant All-Party Parliamentary groups
- To ensure SIBA has appropriate crisis and reputational damage management plans in place
- Build and manage relationships and partnerships with key industry stakeholders
- Work with colleagues to make best use of social media and on-line campaigning in SIBA's public affairs and policy activity
- Provide support on multi-disciplinary campaigns as required
- To be an active member of the Senior Management Team sharing responsibility for delivering SIBA's strategic plan
- Any other duties as may reasonably be required

Person Specification

Education, skills and experience

Essential	Desirable
Several years experience in public affairs, policy and communications, including management positions	At least five years relevant experience
Undergraduate Degree	Relevant subject to at least 2:1
Excellent knowledge of the workings of government and parliamentary procedures	Extensive established MP and parliamentary contacts
Strong political knowledge and understanding and a genuine interest in politics	Management experience in a membership organisation
Demonstrable experience of developing successful public affairs strategies and plans	Experience of internal communications in a membership organisation
Experience of managing and delivering multi-disciplinary campaigns	A good understanding of Social Media

In-depth experience of managing and delivering public affairs projects	Data and statistical analysis skills
Good IT skills including Microsoft Office	
Excellent communication skills verbally and written	
The ability to influence people at all levels	
The ability to provide accurate concise and easy to understand briefings on complex subjects	
Strong research skills	
Excellent presentation skills	
Experience of being able to work alone and collaboratively	
Strong ability to prioritise and manage challenging workloads often under pressure	
Demonstrable experience as a senior representative of an organisation	

Personal Qualities

Essential	Desirable
Intelligent and analytical	
Excellent communication and networking skills	Passionate and driven
Ability to build evidence based arguments	A passion for great beer
Strong self-awareness and resilience under pressure	Enthusiasm and passion for politics
Strong emotional intelligence	
A diplomatic but persuasive approach	
Decisive and confident	
A team worker with excellent inter-personal relations	
Committed to member/ customer service	
Problem solver and strategic thinker	
Extremely confident and convincing communicator	
Evidence of continuous professional development	

Practical

Ability to travel as required	
Ability to work effectively from home	

Application Process

The closing date for receipt of applications is 5pm on 12th July 2019.

Applications received after this date will not be considered. Please send your c.v. and a covering letter addressed to James Calder, Chief Executive outlining in no more than two sides of A4 what you will bring to the role and how you meet the person specification. Please send your application by under the title **“Application for Head of Public Affairs and Policy”** to political@siba.co.uk

Shortlisted candidates will be invited to attend an interview w/c 22nd July in a central London location. You may be asked to prepare a presentation to make during the interview and a second interview may follow.

Any job offer will be on the understanding that the information provided is full and correct and not misleading and that no relevant information has been omitted. An inaccurate or misleading application will be grounds for summary dismissal under SIBA’s disciplinary procedure.

Please provide details of any previous criminal convictions (Rehabilitation of Offenders Act applies)

SIBA is an Equal Opportunities employer

ENDS