



Ambitious



Trusted



Collaborative



Innovative



Effective

## Job Profile

<b>Job Title</b>	Senior Corporate Affairs Manager
<b>Location</b>	Central London / Hybrid working
<b>Reporting to</b>	Head of External Affairs
<b>Direct reports</b>	Two (Government and Parliamentary Relations Manager and Engagement and Communications Officer)
<b>Term</b>	Permanent
<b>Salary Range</b>	£55,000 – £62,000
<b>Pay Level</b>	Senior Manager

We are the national body for careers education in England, supporting schools and colleges to deliver modern, 21st century careers education.

The Careers & Enterprise Company is a great place to work. We operate within a fast-paced and collaborative environment. We are brought together by one thing: our passion to ensure young people get the best possible start in life and are supported to find their best next step.

Do you want to be part of a mission-driven team focused on transforming young people's lives? If so, we'd love to hear from you!

### Role Summary

We're looking for an exceptional communications and engagement professional to join us as our Senior Corporate Affairs Manager to lead our strategic approach to engaging influential stakeholders who are in pivotal positions to affect change for young peoples futures.

World class careers education requires engaging lots of institutions and stakeholders to work together in a focussed, strategic and co-ordinated way for young people across the country. Key is ensuring careers education continues to elevate its status within the skills and education agenda for policy makers and that key influencers in the system collaborate with us meaningfully to achieve our mission of helping every young person to take their next best step.

This key role for the Company brings together and oversees three key areas to enable our influencing work in support of our strategic objectives:

- Government, stakeholder and partner engagement
- Corporate Communications
- Internal Engagement

This is a highly visible role requiring strong leadership with high levels of collaborative and matrix working. Excellent communication and relationship building skills are essential, as is the ability to manage up and down confidently.

## Key Responsibilities

The main responsibilities include but are not limited to:

### 1. Government, stakeholder and partner engagement

- **Line managing the Government and Parliamentary relations Manager to undertake the following responsibilities:**

- Managing the day to day relationship with our sponsor department, the Department for Education (DfE) , ensuring we engage on key policy areas of relevance to CEC (Careers, technical and vocational education, levelling up etc)
- Engaging and building relationships across wider government (BEIS, DWP, DLUHC, No 10, Cabinet Office)
- Building engagement on our work across Parliament (House of Commons and House of Lords)

- **Designing and leading a professional approach to senior strategic external engagement**

- Systemised external influencer mapping, strategic prioritisation and engagement approach spanning business, education, youth organisations, think tanks and more
- Working closely with the CEO, Executive team and Board to position them as people assets optimally for effective senior external engagement
- Grow and develop our external partnership strategy working closely with colleagues in the Education, Employers and Policy and Research teams

### 2. Corporate Communications:

- **Strategic oversight of CECs corporate website** (supported by the Engagement and Communications Officer)

- Ensure we are maximising reputation and brand through high-quality influential content that
  - i) serves our audiences on the front line (e.g., schools, colleges, providers, employers)
  - ii) showcases our impact, insight, evidence and thought leadership
  - iii) elevates the voices of young people
- Commission content from across the organisation, working collaboratively with the Senior Audience Engagement Manager, the Senior Marketing Manager and the Senior Media and Communications Manager

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- **Youth voice**

- Develop the communications strand of our youth voice work, working closely with our Youth Advisory Group (YAG) and youth voice partners (e.g. Youth Employment UK, The British Youth Council)
- Oversee and evolve our 'Work It' young person video series, working closely with the senior audience engagement manager

- **Strategic corporate comms campaigns**

- Work in partnership with marketing and audience engagement colleagues to deliver strategic corporate comms campaigns and 'moments' including the annual Careers Champions week.

### 3. Internal Engagement

- **Develop and deliver an internal communications and engagement strategy**
  - Improve our approach to regular communications and engagement activities working closely with the Head of HR.
  - Ensure our corporate messages, external engagement work and our key audiences are well understood by all employees
- **Line manage the Engagement and Communications Officer to undertake the following responsibilities:**
  - Devise a drumbeat of communication with staff, building understanding and engagement on our strategic objectives, external priorities, operational updates and our impact and successes
  - Plan, edit and write engaging content for the staff intranet and regular email bulletins
  - Work closely with our internal forums (e.g., Mental Health and Wellbeing Committee and the Equity, Diversity and Inclusion Forum), helping to engage all staff on their work

#### **Qualifications and experience required**

Essential:

*Experience of:*

- Working in government relations, policy or public affairs
- Developing communications strategies in line with wider business objectives, and ensuring delivery against stated milestones.
- Engaging senior stakeholders internally and externally and devising and executing influencing strategies
- Writing high level accurate strategic briefings
- Writing exemplary and engaging copy for a variety of audiences
- Managing projects and performance against agreed KPIs
- Line management, matrix management and people development
- Presenting to Boards and Executive teams
- Managing partners/freelancers including creative, copy, film production partners

#### **Skills and core competencies**

- Strong organisational, time management and operational skills, able to manage projects from end to end
- Strong understanding of creative outputs (brand assets, campaign assets, collateral)
- Ability to identify and manage key stakeholders, building rapport and constructive relationships across different audiences
- Ability to write engaging and accurate copy with good attention to detail
- Diplomacy, tact and understanding of others' priorities to achieve common goals
- Ability to deliver at pace

- Resilient and flexible, comfortable with complexity, uncertainty and ambiguity
- Self-starter and self-sufficient but able to work with different teams across the Company

**Job Profiles are not part of the terms and conditions of employment and may be subject to change.**