Job Title: Public Affairs Consultant

NOVEMBER 2020

Working For: Stratagem, part of the Connect Group

Location: Belfast

Salary: £28,000-£34,000 (dependent on experience)

**Company Profile**

Established in 1998 as the new Assembly took shape, Stratagem connects organisations with politics and gets results. We take issues and messages, apply our strategic, creative, and political know-how, and provide clients with the support they need to make meaningful impact.

Our 2019 merger with independently owned Westminster-based public affairs agency Connect places us in the top 10 UK Public Affairs agencies.  We are a team of around 50 consultants with offices in London and Belfast, and a diverse range of clients including FTSE 100 companies, leading trade bodies, public sector organisations, trade unions, coalitions and charities.

We are committed to maintaining high professional standards, and we are regulated by ORCL and PRCA. We are proud to be Investors in People Gold Standard, and we are committed to measuring and reducing our carbon footprint through our Planet Mark certification.

**Job Description**

We are looking for an individual with experience in public affairs, politics and/or communications who want to use their skills to support Stratagem’s clients across sectors including environment, energy, business, health, transport and public policy, with potential to progress through the company.

The successful candidate will manage several client accounts, advising on political engagement and communications strategies across local and central government, from Belfast to London, Dublin to Brussels, supported by a dynamic and expert team with experience in politics, business and the VCSE sector.

The successful candidate will be:

* An expert in Northern Ireland politics, policy making and/or media with a strong understanding of political and decision-making processes in London, Dublin and at local government level;
* Dynamic and highly flexible, able to juggle a range of clients, issues and priorities;
* A highly motivated team player and self-starter, who is able to use initiative to deliver strong consultancy support for clients;
* Entrepreneurial, able to grow client income and win new business;
* Confident in the use and deployment of media and social media;
* Strong writing skills, able to produce compelling content for reports, proposals, and client outputs such as correspondence, briefings and press articles.

Benefits

* 25 days annual leave (plus 10 statutory holidays) pro-rata, increasing after two and five years respectively to 28 and 30 days;
* Working across Belfast and London team;
* Bonus scheme;
* Generous pension scheme;
* Generous phone allowance;
* Health cashback plan;
* Intercompany travel and team away days;
* Hybrid working.

1. JOB DESCRIPTION
2. To manage clients, develop public affairs and strategic communication strategies and lead on implementation;
3. To help identify new business opportunities for Stratagem and develop strategies to deliver this;
4. To develop and write tailored proposals for potential clients;
5. To contribute to the development and implementation of Stratagem’s communications and marketing strategy and to engage in the promotion of the company’s corporate image;
6. To work with colleagues in support of information management, including contributing to key databases and maintenance of the Stratagem CRM;
7. Work within the aims, values, ethics, policies and strategies of Stratagem, respecting confidentiality at all times; to participate in quality-control and appraisal mechanisms and to give/receive feedback.

Specific Duties

1. To manage client accounts, developing public affairs strategies and lead on their implementation. This includes advising clients on government policy, legislation, and political dynamics, carrying out research and policy analysis, political engagement strategies, stakeholder management, event management, campaigning, training and PR and communications;
2. To ensure that clients are provided with monitoring information relevant to their issues as provided by Account Executives through client teams and help clients interpret and respond to this;
3. To develop excellent collaborative working relationships with clients and key contacts and networks;
4. To represent Stratagem at party conferences, business associations, policy, and networking events, as necessary;
5. Contribute to the development of Stratagem’s marketing strategy including writing copy for a range of platforms such as the company website, marketing mailshots and blogs; identifying partnership opportunities; developing promotional materials; managing social media campaigns; identifying new market opportunities;
6. Contribute to management of Intern Programme;
7. Win new business by successfully applying commercial acumen;
8. To be responsible for maintaining daily aspects of our information systems – website, campaign monitor and the CRM.
9. ELIGIBILITY CRITERIA

Essential Criteria

* A graduate with at least two years’ experience in public affairs, public relations, policy development, politics, campaigning or communications; or non-graduate with five years' experience in a similar role.
* Excellent understanding of the structures of governance across UK, Ireland and the EU, and experience of influencing the legislative process;
* Experience of engaging with political parties, politicians, and senior policy makers;
* Experience of providing strategic advice and recommendations to senior colleagues or clients;
* Experience of planning and delivery of PR, publicity strategies and campaigns, including writing press releases and securing coverage in media outlets;
* Ability to successfully apply commercial, public policy and strategic acumen to win new business and/or partnerships;
* Strong communication skills, both in person and in writing, to include experience of developing impactful materials including reports, briefings, presentations, web content and marketing material;
* Experience of planning delivering and executing a successful event;
* Competence in the use of a variety of Microsoft Office applications, databases, website maintenance software and information management systems, along with the ability to confidently use social media platforms including Twitter and LinkedIn. Competence in online communication tools such as Zoom and MS Teams.

Desirable Criteria

* Experience of working in an agency or business environment.
* Experience of working in a political environment.

Personal Attributes

The successful candidate will demonstrate:

* A passion for politics, policy making and current affairs;
* Commercial awareness and contribution to growing the business;
* An innovative and determined approach to problem-solving;
* Experience of planning and managing work with ability to prioritise competing work demands, working unsupervised to tight deadlines and the management of a range of different tasks;
* Excellent attention to detail, appreciation of accuracy and the need for timeliness in communicating political and client related information;
* Strong interpersonal skills to include initiative, a pro-active approach to work and the ability to work as part of a team or on your own;
* Flexibility and commitment including working out of hours and weekends to meet client aims and objectives.