

REGULATOR OF SOCIAL HOUSING ROLE PROFILE

Role	External Affairs Manager	Directorate	CEO Office
Reports to	AD Chief Exec's Office	Section	Communications
Post Reference		Grade	17

Purpose of the role

The External Affairs Manager is responsible for providing professional advice about external affairs at all levels within RSH, and for planning, delivering and overseeing external affairs activities that support RSH's Executive and Board in the delivery of its strategic objectives. Working with a range of functional teams, the External Affairs Manager helps ensure that RSH systematically builds and maintains effective relationships with relevant stakeholders.

Working as part of the Chief Executive's Office team, the work of the External Affairs Manager helps ensure that the regulator's stakeholder engagement activities are in line with its corporate priorities and values and promotes a viable, efficient and well-governed social housing sector able to deliver more and better social homes. This includes including writing compelling speeches and speaking notes, collaborating with teams across RSH to develop effective briefing materials for stakeholder meetings and speaking engagements, support best practice in stakeholder engagement across RSH so that it delivers our objectives, and ensuring that feedback and insight is shared effectively across RSH at senior and working levels.

The role requires skilled technical knowledge and in-depth understanding of external affairs and how it relates to the separate disciplines of policy development and communications.

Main duties and key accountabilities of the jobholder

Key accountabilities:

1. Support the planning and delivery of stakeholder activities that help RSH achieve its objectives and maximise the utility of and value of RSH's stakeholder engagement
2. Develop and maintain productive relationships with key stakeholders in order to identify communications and engagement risks and opportunities for the regulator.
3. Work collaboratively across the organisation to help ensure that RSH's programme of external stakeholder engagement is based on insight, has clear objectives, and is planned effectively.
4. Provide technical knowledge of external affairs and how that can be used effectively to help deliver the Regulator of Social Housing's objectives and corporate priorities.
5. Understand the reputational risks affecting the Regulator of Social Housing and consider their impact on its external affairs activities.
6. Develop and maintain strong links across functional teams within the regulator and other key stakeholders to enable stakeholder engagement activities supporting the regulator's objectives to be delivered in a cohesive, collaborative and joined up way.

Main duties:

1. Work collaboratively with a wide range of colleagues from across RSH to draft speeches and speaking notes for senior leaders.
2. Build and maintain consistent and productive relationships with individuals in key stakeholder organisations.
3. Advise, plan, and (where appropriate) deliver relevant stakeholder engagement activities for consultations, announcements and publications.
4. Create and maintain collateral that supports effective stakeholder engagement including slide packs and briefing materials.

5. Carry out stakeholder mapping and sentiment analysis.
6. Develop and maintain appropriate processes for disseminating feedback and insight in relation to stakeholders across RSH.
7. Contribute to maintaining the communications and engagement grid in relation to stakeholder engagement and
8. Work collaboratively with colleagues across RSH to ensure that speaking engagements and stakeholder meetings are coordinated effectively.
9. Contribute to the continuous improvement of RSH's approach to external affairs.
10. Contribute to wider Chief Executive Office activities to ensure seamless delivery of RSH's priorities.

Working relationships and contacts

Internal relationships:

- CE Office including PAs and the Communications team
- Executive, Board and Senior Leadership Team
- Teams across RSH who need to engage with others to deliver their work.

External relationships:

- Communication and engagement leads at stakeholders including NHF, CIH
- Event managers and organisers for key conferences and other engagement events.
- Government Communications Service (GCS) External Affairs and UKRN Public Affairs groups

Role requirements

Qualifications, knowledge, skills and experience:

- Experience of delivering external affairs in a public sector, regulatory or housing environment.
- Excellent written communication skills including experience drafting compelling speeches and briefing materials.
- Good content creation skills in order to turn complex information from a wide range of sources into compelling content that maximises impact across a range of formats.
- Experience of translating policy and operational goals into measurable engagement objectives and evaluating the success of engagement activities in achieving them.
- Knowledge of current issues affecting social housing and its regulation in England, and understanding of the stakeholder and political landscape.
- Working knowledge of the external affairs operating model as set out by GCS, including the respective roles of external affairs and policy development teams.
- Experience of project management in an external affairs context, including managing risks and interdependencies.
- Experience of building productive and trusted relationships with a wide range of internal and external stakeholders, including at the most senior levels.
- Excellent interpersonal and verbal communication skills, able to communicate clearly and logically to a wide range of audiences and work with people at all levels of seniority.
- Self-starting with an ability to plan and manage your own workload, as well as manage the input of others, to meet tight deadlines and competing priorities.

General responsibilities

- To adhere to RSH's Equality and Diversity and Equal Opportunities policies in all activities and to actively promote equality of opportunity.
- To be responsible for your own health and safety and that of your colleagues and all others in the workplace, in accordance with RSH Health and Safety policies.
- To demonstrate RSH core values in all working relationships within the workplace.
- To work in accordance with RSH Data Protection Policies and adhere to RSH Freedom of Information policies where appropriate.
- To undertake such other duties as may be reasonably expected.