

It starts with community

The National Lottery Fund
Role Profile



Public Affairs and Policy Manager

Directorate:	Funding, Strategy, Communication & Impact
Department:	Communications
Role/Competency level:	Level 3
Reports to:	Head of External Affairs



Role Profile: Public Affairs and Policy Manager

Role purpose

Our communications celebrate and promote the power of communities to strengthen society and improve lives, bringing to life the story of National Lottery funding. In doing so, we increase the Fund's impact and boost engagement with its core missions. And we strengthen the Fund's position and influence with decision-makers, policymakers and partners.

You will build the Fund's influence with government and political stakeholders in your country, advancing community priorities through evidence-based advocacy and public affairs. Working with Communications Business Partners, you will identify and act upon opportunities to demonstrate how our funding strengthens communities and delivers policy objectives. Your insight into the political landscape will help shape both regional funding decisions and national policy positions.

You will drive engagement with elected representatives, ministers and officials, providing timely intelligence and analysis of policy developments that affect our work. By connecting community evidence with political priorities, you will position the Fund as an authoritative voice on social change. Your understanding of devolved politics will help colleagues navigate distinct policy contexts while maintaining a coherent UK-wide approach.

Our teams are based across the UK, and you will spend significant time working with stakeholders and colleagues across [your nation/region] to build effective relationships at all levels of government. Regular travel is therefore expected as part of this role.



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Key responsibilities

- Developing influencing strategies and plans, including stakeholder mapping, to advance the Fund's organisational aims and working with counterparts across the UK to ensure the Fund speaks with one voice.
- Building and managing effective relationships with relevant political stakeholders and elected representatives in your country, eg. Committee and APPG members, working with the Snr Government Relations Manager, Strategic Communications Leads and Country Portfolio Directors to coordinate activity and drive an organisational approach to relationship management.
- Working with Funding Portfolio colleagues, develop policy and positioning papers for the Fund that are tailored to your country and seek meaningful opportunities to promote these to stakeholders to bring about positive change.
- Working with the Head of External Affairs, Senior Government Relations Manager and other colleagues, provide high quality key messages and briefing to senior stakeholders.
- Developing Fund responses to consultations led by Governments, Parliament and sector peers, identifying opportunities for the Fund to articulate our positions
- Effective monitoring of relevant policy and political developments in your country, and sharing these with colleagues across the Fund through high quality briefings and providing advice and counsel where appropriate
- Developing and leading events with policy and political stakeholders that promote the Fund's organisational aims and celebrate and harness the power of communities
- Managing relationships with external agencies, including specialist advice and political monitoring agencies.



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Knowledge, skills and experience

- Significant experience of working with elected representatives, officials and other public affairs activities
- Strong background in political analysis, parliamentary and legislative knowledge
- Policy analysis skills with the ability to identify key themes and opportunities relevant to the Fund
- Strong communications skills (written and oral), with the ability to influence and engage with a range of different stakeholders
- Evidence of continuous professional development. Desirable: relevant qualification
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Desirable: Understands VCSE sector in relation to public affairs
- Desirable: Experience working in a devolved administration and/or with regional stakeholders
- Some of our Public Affairs and Policy Manager roles require people management experience
- If the role is based in Wales, or supports customers or colleagues in Wales, fluency in Welsh, understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.



Role Profile: Public Affairs and Policy Manager

Role competencies: Level 3

- **Strategic direction**
Understands and communicates how own work and work of the team, supports wider objectives and meets the diverse needs of stakeholders. Aligns own actions with directorate and organisational goals.
- **Leading our culture**
Recognises and values individual contributions and puts in place support for well-being of individuals within the team, including consideration of own needs.
- **Working together**
Designs team processes to remove silos and nurture a culture of mutual support, driving higher performance across interconnected teams. Adjusts personal work styles and practices accordingly.
- **Delivering quality results**
Clearly communicates desired results and ensures individuals are supported and feel motivated to achieve what is expected.
- **Diligence and control**
Manages teams and own duties in line with set expectations and policy and/or regulatory considerations. Ensures corrective action is taken where necessary.
- **Developing self and other**
Takes time for own personal and professional development as well as supporting development needs of team members. Ensures self and team members have a Personal Development Plan to help achieve goals.

Our Values



We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



We are adaptable

We welcome and embrace new ideas and ways of working.



We are compassionate

We work with care consideration and humility.