

It starts with community

The National Lottery Fund
Role Profile



External Affairs Officer

Directorate:	Funding, Strategy, Communication & Impact
Department:	Communications
Role/Competency level:	Level 2
Reports to:	Public Affairs and Policy Manager/ Stakeholder Engagement Manager



Role Profile: External Affairs Officer

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 support the delivery of the Fund's external affairs strategy. Working across the External Affairs team, you will research and analyse policy, political and sectoral developments that affect our work, helping create clear briefings for meetings and events and arranging visits as appropriate. By horizon-scanning and monitoring the political landscape, you will help the Fund respond proactively and effectively to emerging issues.

You will build and maintain relationships with parliamentary staff, officials and sector peers. By gathering intelligence, managing and supporting internal and external events, you will contribute to the Fund's engagement with decision-makers and opinion leaders. Your research and analysis will strengthen our policy positions and advocacy work.

Our External Affairs Officers play an important role in supporting the External Affairs team to deliver an effective, insight-driven strategy that articulates the Fund's missions (nationally and regionally) to critical stakeholders across the UK.



Role Profile External Affairs Officer

Key responsibilities

- Responsible for providing public affairs, policy and stakeholder engagement support across the External Affairs team, working on the development and delivery of our External Affairs plan, including management and delivery of events.
- Lead the development of briefings and other assets to support the delivery of external affairs work through high quality research and analysis
- Monitor the external political and policy landscape for developments that are relevant to the Fund and advise colleagues on these as appropriate
- Represent the Fund at networking and stakeholder events
- Develop a network of key internal and external contacts in the public affairs and policy space to further the Fund's aims
- Work collaboratively with the other External Affairs Officers to share skills and intelligence
- Cross-collaboration with the Communications Strategy and External Affairs teams to ensure our engagement strategy across the full communications function (media, corporate communications, brand, campaigns and public affairs) is impactful and cohesive
- Support the effective use of the Stakeholder Relationship Management (SRM) system



Role Profile: External Affairs Officer

Knowledge, skills and experience

- Excellent persuasive communication skills, oral and written, confident in writing briefings, positioning papers and other materials to support political and non-political stakeholder engagement
- Strong skills in political analysis and advising senior stakeholders
- Strong project management skills; the ability to produce high-quality work against competing priorities in a complex environment
- Experience in managing events and other stakeholder engagement activities
- Desirable: an understanding of the VSCE sector, particularly as related to public affairs at national and regional level
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required



Role Profile: External Affairs Officer

Role competencies: Level 2

- **Strategic direction**
Understands strategic priorities and seeks to align own actions with team, directorate, and organisational goals.
- **Leading our culture**
Contributes to an inclusive working environment where all opinions and challenges are listened to, and all individual needs including own wellbeing are considered.
- **Working together**
Considers team as well as individual success and adjusts working style and practices to achieve results.
- **Delivering quality results**
Knows what is expected and regularly checks performance against objectives, making suggestions for improvement or taking corrective action where necessary.
- **Diligence and control**
Follows relevant policies, procedures and regulations and acts to prevent problems by identifying and reporting issues and contributing to solutions.
- **Developing self and other**
Takes responsibility for own development, completing and maintaining a Personal Development Plan. Seeks learning opportunities and feedback.

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.