

It starts with community

The National Lottery Fund
Role Profile



Public Affairs Lead

Directorate: NLPU (National Lottery Promotions Unit)

Reports to: Director of NLPU



30 YEARS
OF CHANGING LIVES

Role Profile: Public Affairs Lead

Role Purpose

This role will co-ordinate a One National Lottery position across governments and profile the impact the National Lottery has had across every corner of the UK. You will lead efforts, alongside the operator - Allwyn and 12 distributors - to ensure influential public affairs audiences understand how The National Lottery has improved lives and changed communities across the whole of the country. This includes working alongside public affairs teams across the National Lottery distributors to scan the horizon for emerging thinking, and identifying the themes, issues, threats and opportunities in the external environment which will promote and protect the National Lottery brand.

To support these efforts in our 30th year, the National Lottery Promotions Unit Public Affairs lead will play a key role in managing external relationships with key parliamentarians, and representative bodies. You will bring a network of key contacts to promote and support the importance of the National Lottery to people and communities throughout the UK. With a good understanding of the work of the DCMS and of ministers and MPs, you will also play a key role in presenting the National Lottery in an effective and impactful way and manage the delivery of the revised National Lottery government relations strategy. A skilled communicator, you will be across the evolving the lottery landscape and effectively promote the best interests and positive impact of The National Lottery.

Of course, you will also need to work within the National Lottery Community Fund's policies and procedures and the necessary legislation, and in a way that is in line with our vision and principles.



Role Profile: Public Affairs Lead

Key responsibilities

- Manage the delivery of the revised National Lottery government relations strategy
- Co-ordinate a One National Lottery position across governments
- Profile the National Lottery's impact
- Manage external relationships with key parliamentarians and representative bodies
- Promote and support the importance and positive impact of the National Lottery to people and communities throughout the UK



Role Profile: Public Affairs Lead

Knowledge, Skills and Experience

- Excellent understanding of public affairs, influencing and advocacy, parliamentary and legislative knowledge
- A sound understanding of how national, regional and local politicians think, what motivates them and how to engage in influence them
- Policy analysis and project management skills with a strong grasp of the policy environment, developing issues and themes
- Ability to coordinate systems and processes and develop effective working relationships to enable collaboration across the National Lottery family, for example in relation to managing stakeholders
- Excellent understanding of the role that digital skills play in policy and relationship management
- Excellent skills in commissioning research and analysis
- Committed to delivering change and have the dedication to see challenging tasks through to completion
- 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.

