

It starts with community

The National Lottery Fund
Role Profile



Senior Government Relations Manager

Directorate:	Funding, Strategy, Communication & Impact
Department:	Communications
Role/Competency level:	Level 4
Reports to:	Head of External Affairs



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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.

Your political insight will help the Fund maintain its distinct identity as a champion of community-led change. You will feed insight from Government and public policy priorities back into the Fund, and will be responsible for strategic horizon-scanning for policy developments across the Fund's mission areas.

You will work closely with Public Affairs and Policy Managers, Strategic Communications Leads and Country Portfolio directors to build a coherent approach to government relations for the Fund that recognises the needs of devolution in all its forms and delivers on the Fund's influencing agenda. You will ensure that this builds governments' understanding of how civil society and volunteering strengthen communities and transform lives.

You will be responsible for our relationship with DCMS as sponsor department and will develop productive relationships across Whitehall and beyond, including with devolved governments as appropriate.

Your counsel will help senior leaders engage effectively with ministers and officials. Working closely with the CEO and UK Chair, you will create forward plans that maximize the impact of ministerial and senior official engagement. This includes setting the right cadence of meetings, preparing briefing materials, and coordinating with staff in devolved administrations to align Westminster engagement with regional priorities.

Our teams are based across the UK, and you will spend significant time working with colleagues in Westminster and our devolved nations. The role therefore is likely to include regular travel.



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Key responsibilities

- With the Head of External Affairs, CEO Office and Country Portfolio Directors, design and deliver a new, consistent approach to government relations across the UK for the Fund and maintain systems and processes for ensuring its effective delivery.
- Lead the Fund's sponsor relationship with DCMS and build relationships with other departments relevant to our missions and objectives, managing and coordinating responses to departmental requirements and identifying opportunities to demonstrate our value.
- Take responsibility for strategic horizon scanning across policy areas and departments relating to Fund mission areas, disseminating information and advice directly to senior colleagues. Provide expert analysis of government policy developments and political risks, advising senior leaders on implications for the Fund
- Ensure coordination and oversight of the Fund's interactions with governments and government departments across the UK, maintaining systems and processes to ensure that relationships are managed effectively and actions are followed up.
- Working with colleagues across , play a leading role in the design and delivery of engagement plans for ministers and senior officials across the UK, particularly with reference to the CEO, UK and Country Committee Chairs.
- Provide briefing and advice, both written and oral, for meetings with government ministers and senior officials, attending these meetings as appropriate, providing read outs and following up insights and actions.
- Lead on developing positioning papers that articulate the Fund's position on key policy issues.
- Support Strategic Communications Leads and Public Affairs and Policy Managers to ensure country and regional government relations are aligned.



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Knowledge, skills and experience

- Significant experience of government relations, policy and public affairs, working with government departments, ministers and officials.
- Deep understanding of DCMS and its broader universe; particularly as related to VCSE sector
- Strong background in political analysis; parliamentary and legislative knowledge
- Demonstrable success in influencing policy outcomes through evidence and persuasive argument
- Comfortable working closely with, and advising, a senior leadership team
- Excellent written and oral communication and briefing skills, able to turn complex policy into useful briefings at short notice and to engage diverse political and other stakeholder audiences with clarity and inclusivity
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Evidence of continuous professional development. Desirable: Relevant qualification
- Desirable: Experience with devolved administrations and/or in in a non-departmental public body or arms-length body
- 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



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Role competencies: Level 4

- **Strategic direction**
Leads the implementation of strategy, creating high engagement and performance.
- **Leading our culture**
Generates a supportive work environment that is actively sensitive to colleague well-being.
- **Working together**
Enables teams to implement strategy and support a collaborative and inclusive working environment.
- **Delivering quality results**
Leads teams to achieve Key Performance Indicators (KPI) and ensure delivery of Corporate and Directorate Plans.
- **Diligence and control**
Performs duties in line with set expectations and policy and/or regulatory considerations.
- **Developing self and other**
Recognises and harnesses creativity and innovation to improve services and supports development of self and others.

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.