

# It starts with community

The National Lottery Fund  
Role Profile



## Stakeholder Engagement Manager

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



# Role Profile: Stakeholder Engagement 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.

As Stakeholder Engagement Manager, you will lead a programme of engagement activities that position the Fund as a convening force in civil society, bringing organisations together around shared goals.

Working closely with the Head of External Affairs, Communications Business Partners and the CEO office, you will map and manage priority stakeholder relationships relevant to our missions and portfolio impact. You will create tools and templates for effective stakeholder engagement, directing activity and supporting senior staff to be effective ambassadors for the Fund, building networks of productive relationships in relevant sectors. You must be as comfortable advocating for the Fund yourself as you are supporting colleagues.

You will map and prioritise the Fund's stakeholder framework, identifying key influencers and decision-makers across sectors, ensuring an effective cadence of engagement (making it clear who are we talking to, when and why) You will gain a rounded understanding of stakeholder priorities and their attitudes to the Fund and our work. In turn, this will suggest opportunities for collaboration that strengthen communities. You will ensure that relationships are managed appropriately, insights fed back and management systems are kept updated, supporting a change in approach to relationship management across the organisation.

Our teams are based across the UK, and you will work extensively with stakeholders and colleagues across the country. Regular travel is therefore expected as part of this role.



# Role Profile: Stakeholder Engagement Manager

## Key responsibilities

- Map and prioritise the Fund's stakeholders, identifying key influencers and decision-makers across civil society, third sector, business and other audiences relevant to our missions, ensuring an effective cadence of engagement (making it clear who we are talking to, when and why). Understand overlaps between audiences and collaborate with colleagues to ensure clear ways of working and effective relationship management.
- Design and deliver strategic engagement plans that align stakeholder relationships with our missions and corporate plan, as part of the Fund's integrated communications strategy
- Lead the creation of tools and templates to support effective stakeholder engagement by colleagues across the Fund, including briefings, key messages and narrative. Work with content managers and social media manager to deliver a programme of engaging content for key stakeholders on our external channels.
- Develop and manage a programme of high-profile events and engagement opportunities that strengthen the Fund's position in civil society such as roundtables, collaborating with colleagues across the team and wider Fund to develop engaging content, ensuring a measurable increase in audience engagement.
- Build measurement frameworks to evaluate the impact of stakeholder engagement activities
- Provide expert counsel to colleagues on relationship management and influencer engagement
- Maintain the SRM system and support colleagues across the Fund to use appropriately, ensuring that relationships are managed and maintained consistently and that insight is used to foster a culture of continuous improvement.
- Work with Communications Business Partners to integrate stakeholder engagement into portfolio strategies



# Role Profile: Stakeholder Engagement Manager

## Knowledge, skills and experience

- Strong experience in stakeholder engagement and partnership development, with a track record of advising at senior levels
- Proven ability to design and deliver engagement programmes, including event management, that meet organisational objectives
- Experience building stakeholder mapping tools and evaluation frameworks
- Strong project management, coordinating complex engagement activities
- Experience drafting and delivering high-quality presentation materials and briefings, often under tight timeframes
- Evidence of continuing professional development. Desirable: Relevant qualification
- Desirable: Background in public sector or civil society partnership development
- 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: Stakeholder Engagement 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.