

JOB DESCRIPTION

Updated 28 September 2020

Job title: External Affairs Manager, UK Steel

JOB PURPOSE

To lead UK Steel's external affairs, communications and campaigning activity. Reporting to the Director of Policy and External Affairs, the individual will assume primary responsibility for translating UK Steel's policy aims and objectives into visible messaging and ultimately practical action from the Government. The steel industry is strategically important sector supplying skilled, well paid jobs outside of the south east – it therefore enjoys significant attention from the Government, MPs and the media. It is also a crucial sector for delivering on current government objectives of infrastructure renewal, levelling-up the UK, and boosting UK trade – the right individual will use this platform to help the organisation deliver meaningful policy change and action in support of a sustainable UK steel industry.

KEY RESPONSIBILITIES

- **Political relationship management:** management of UK Steel's relationships with key Whitehall departments, ministers, special advisers, MPs and other relevant political stakeholders. Critically the role will plan, develop and enhance UK Steel's ability translate its policy work into practical action and progress.
- **Networking and relationship building:** the individual will strengthen existing relationships and identify and develop new ones for UK Steel – creating new opportunities for UK Steel policy leads to advance their messages. This will include self-directed identification of necessary new contacts as well as requests from other UK Steel staff.
- **Media and communications:** responsibility for planning and delivering press releases as required, editing the UK Steel weekly newsletter, managing relationships with journalists and media organisations, and the management of our social media activity.
- **Membership communications:** To manage and develop communications with the key public and government affairs individuals within our membership. Ensuring they are kept up to date and consulted, where necessary, on external communications.
- **Events:** Responsibility for the organisation and management of UK Steel events as required, with necessary input from other UK Steel staff.
- **Campaigns:** Working with the policy elements of the team to develop and implement public and political campaigns to maximise the impact of our messages and progress our objectives. This will bring in all elements of the above responsibilities including establishing opportunities with MPs, ministers, officials, the media, and through social media activity and events.

PERSON SPECIFICATION

Experience

- Experience of working in a related role in industry is hugely advantageous, as would experience in a membership organisation. However, applications will also be warmly welcomed from those with experience of external affairs and communication roles elsewhere.

Knowledge

- Essential: A good understanding of Whitehall departments, the policy making process, UK parliamentary practices and procedures, and the media.
- Essential: Demonstrable understanding of developing external affairs/communications campaigns, including provision of written material for them. It is important to have a good understanding of how to package a story and communicate complex issues across a range of stakeholders and audiences.
- Advantageous: Knowledge of the steel sector and/or the manufacturing sector, would be useful, but is not essential. However, a desire and ability to quickly understand the core concerns of industry and how this relates to government policy is a must.

Skills and attributes:

- Excellent written and verbal communications skills, with the ability to write briefings, press releases and letters to deadline and often at short notice.
- A self-starter with an ability to work with minimal guidance and supervision. The role will provide the individual with considerable autonomy and it essential that this is used in a proactive manner to develop the external voice of the organisation and maximise results for the steel industry.
- Strong advocacy skills – possibly gained through representation experience.
- Ability to engage with UK Steel members, work effectively with a wide range of colleagues as well as individually, and without close supervision.

Other Information:

London based (SW1H), but you will be required to travel on a regular basis in the UK and possibly occasional trips outside of the UK. Hours are 37.5 hours per week: 9am – 5:30pm. However, on both issues, we believe in flexibility.

Benefits:

- Excellent contributory pension scheme
- Season ticket loan
- Five weeks' paid holiday a year

For further information about this role contact:

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About UK Steel

UK Steel, a division of Make UK, is the sector association for the UK steel industry. It represents all the country's steelmakers and a large number of downstream steel processors. We are a small, friendly and focused team. UK Steel values a diverse workforce and welcomes applications from all sections of the community.