

ROLE PROFILE

Role Title:	Head of External Affairs & Policy
Department:	Corporate Affairs
Role Purpose:	<p>To spearhead the External Affairs and Policy team’s forensic knowledge of the external environment in order to promote and protect Midland Heart’s interests.</p> <p>To oversee the External Affairs and Policy team providing management, leadership, professional insight and guidance across all areas of External Affairs and Policy. They will act as an ambassador for Midland Heart in different forums.</p>
Reporting to:	Director of Corporate Affairs
Responsible for:	PR & Media Officer, Policy Advisor and Public Affairs and Government Relations Officer
Disclosure level:	Negative Media Check, Watchlist Check, Basic DBS
Role Level:	Strategic leaders

Key Role Responsibilities	<ul style="list-style-type: none"> • Work in partnership with the Director of Corporate Affairs to write the organisation’s new External Affairs and Policy strategy, enhancing the organisation’s reputation and advancing our agenda’s with key external stakeholders. • Understand and stay close to the local, regional and national external environment, building strategically important relationship with the key stakeholders. • Assess and implement relevant KPIs that will monitor our journey to being best in class. Monitor these KPIs and make adjustments to our work as needed. • Take strategic responsibility for developing Midland Heart’s brand with key strategic stakeholders ensuring it is consistent and effective. This will include working with departments across the business. • Have day to day responsibility from measures to mitigate some of the organisation’s most challenging corporate risks, preparing reports for audit and risk committee on our mitigation strategy and our progress towards improvements.
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	<ul style="list-style-type: none"> • Lead on the analysis and dissemination of key information related to the external environment to ensure staff are effectively briefed on issues relevant to Midland Heart; and analyse the impact of policy changes on Midland Heart and its customers. • Leading the organisation's approach and response to crisis/issues management and supporting senior staff with media enquiries. Providing professional guidance and advice to CEO and Executive Directors. • Develop strong relationships and manage key stakeholder accounts, e.g. National housing Federation, in the interests of sharing good practice, improving access to information and voicing the impact of policy/external pressures on the organisation and our customers.
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Education, Qualifications and Training	<ul style="list-style-type: none"> • Evidence of continued professional development to include leadership development. • Full membership of the Chartered Institute of Public Relations.
Knowledge and Experience	<ul style="list-style-type: none"> • History of playing a productive in a senior leadership team and influencing the direction of their organisation. • Track record of creating KPIs, evaluating them and implementing changes needed to meet them. • Evidence of driving through change projects on behalf of your team. • Experience of writing, measuring and adapting marketing strategies. • Strong track record of budget management and extracting value for money from suppliers.
Role Specific Skills & Behaviours	<ul style="list-style-type: none"> • Ability to build strong relationships and influence peers and those senior to you. • Ability to create a team environment and work processes that thrive in a fast-paced environment and deliver consistent high-quality results. • Strength to push through changes needed coupled with the sensitivity to bring people along with them. • Experience of creating insightful dashboards. • Experience of delivering presentations to senior leaders and fielding their questions on key projects.