

ROLE DESCRIPTION

Job Title	Head of Corporate Affairs
Salary Band	SCP 56-60
Reporting to	Director of Strategic Communications and Corporate Affairs
Directorate	Strategic Communications and Corporate Affairs
Service Area and sub area	Government Relations
Team	Government Relations
Political Restriction	Yes

1. Primary Purpose of the Post
<p>To lead and direct a strategic approach to Government Relations, Stakeholder Management and Public Affairs, ensuring the LCRCA speaks with one coherent voice, enhancing the LCRCA's reputation with Government and influencing policy. This role will also have an international workstream, positioning the City Region globally.</p>
2. Your responsibilities
<ul style="list-style-type: none"> • To lead and manage the relationship between the Liverpool City Region Combined Authority, local and central Government. To proactively develop and shape ongoing corporate relationships with relevant Ministers and officials and to utilise those relationships effectively. • To monitor activity by a wide range of external actors, including government ministers and officials, and to interpret messages from this monitoring activity. To ensure this evidence is strategically utilised in policy and strategy development, and in submissions to government for additional powers and/or funding. • To work with the Policy and Evidence, Research and Intelligence teams, and other teams in the Combined Authority to develop a strong evidence base and links between local opportunities and national policies. • To work closely with the Communications and Marketing team for media and content aspects of Government Relations and Stakeholder campaigns. • To ensure a clear understanding by Government of the strengths across the LCR and how these fit with national priorities. • To develop and maintain effective relationships with key Government departments, Mayoral Combined Authorities and other key stakeholders through a proactive and planned contact programme. • To develop and implement strategic influencing campaigns in order to impact on Government policy decisions and advance the priorities of the Liverpool City Region and the LCRCA. • To lead the LCRCA's approach to relationship management with stakeholders, utilising supporters as ambassadors, identifying challenges and developing mitigation strategies for risks. Manage and maintain an accurate stakeholder database.

- To direct the drafting of briefings for meetings with departments and key stakeholders, responses to requests for information and consultations.
- To lead the LCRCA's strategic approach to the government affairs aspects of international relations, including the development, continual refinement and delivery of influencing components in the International Strategy.
- To develop and implement a consistent, strategic approach to delivering events on behalf of the LCRCA. This includes major high profile influencing events such as political party conferences, themed summits and Ministerial visits.
- Work with the local authorities in the City Region on shared policy priorities via policy leads as required.
- Support and service key meetings with Local Authority leaders and CEOs within the CA and adjacent local authorities in order to facilitate communications, shared influencing priorities and beneficial outcomes for the city region and the wider north west and north.

3. General Corporate Responsibilities

- To support the implementation of the City Region's current Devolution agreement, progress to an Integrated Settlement, the Devolution White Paper 2024 and wider strategic priorities, and to positively influence future devolution arrangements.
- To support the development of effective city region and cross-portfolio collaboration.
- To represent and promote the work of the LCRCA and the wider LCR, locally, regionally and nationally.
- Work with other members of the LCRCA Senior Leadership Team to make open, honest and effective corporate management decisions within the LCRCA's formal governance structure.
- To advise the Executive Leadership Team, The Mayor, Cabinet Members and LCRCA on significant policy decisions.
- To contribute to the preparation of business plans and take responsibility for the achievement of specific workstreams.
- To support the Senior Leadership Team to embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally.
- To contribute to the corporate management of the strategic risks facing the LCRCA.
- Promote corporate efficiency targets and initiatives.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Promote and encourage continued improvement in service quality and efficiency.
- To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills so as to improve effectiveness and efficiency of service delivery.

General Managerial Responsibilities

- To support the Director of Strategic Communications and Corporate Affairs in leading the directorate to develop a performance-driven culture through the accountability of lead officers allocating resources, managing risks, monitoring and review and providing leadership and inspiration to deliver service excellence.
- To share and communicate a clear understanding of the LCRCA priorities across the directorate.



- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Recruit, select, appraise and develop staff in accordance with the LCRCA's policies and procedures.
- Create a positive learning and working environment through delegation, mentoring and coaching of staff and through the identification of training and development needs.
- Develop the LCRCA's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.
- Maximise the private sector venture, business and other funding to the City Region, relevant to the portfolio.
- Support the scrutiny process established by the LCRCA.
- Encourage a culture of continuous improvement to develop an outstanding service, where value for money and best value are delivered and innovation and enterprise flourish.
- Promote strong, direct and effective communication and involvement with all stakeholders.
- Promote the work of the LCRCA and LCR locally and nationally.
- Support the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

4. Recruitment Plan

Competency Based Interview
Assessment
CEO and Mayoral interview



PERSON SPECIFICATION

Job Title: Head of Corporate Affairs

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
1. Degree or equivalent	E	A
2. Evidence and commitment to continuous personal and professional development	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
3. Record of achievement in a similar role, of operating in a complex environment, preferably in local and/or central government or relevant policy body/agency	E	A, I
4. Experience of working with or for central government	E	A, I
5. Experience of building effective strategic working relationships with a wide range of stakeholders	E	A, I
6. Evidence of negotiating, influencing and giving advice to politicians, senior managers and partner organisations	E	A, I
7. Experience of operating effectively and collaboratively as part of a senior team	E	A, I
8. Evidence of creative, innovative thinking, encouraging ideas from across teams, creatively working around new constraints and challenges and capable of translating ideas into policy and practice	E	A, I
9. Experience of strategic financial management and successful prioritising and targeting of resources	D	A, I
10. Knowledge of the key issues facing the City Region	D	A, I

Skills and abilities	E = Essential D = Desirable	Identified By
11. Ability to lead, inspire and motivate others within a culture of proactive service delivery and continuous improvement	E	A, I
12. Ability to develop and maintain effective work relationships with integrity, credibility and influence with	E	A, I



national and local politicians, officers, and other key stakeholders		
13. Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way	E	A, I
14. Ability to deliver and lead others under pressure, prioritising work against competing demands to meet challenging deadlines	E	A, I
15. Ability to anticipate and understand the needs of the LCRCA and the city region and translate them into solutions and outcomes	E	A, I
16. Experience and ability to build effective working relationships with a wide range of stakeholders	E	A, I
17. Ability to negotiate, influence and give advice to politicians, senior managers and partner organisations	E	A, I

Personal Attributes	E = Essential D = Desirable	Identified By
18. An understanding of and a personal commitment to the Vision and Aims of Liverpool City Region Combined Authority	E	A, I
19. A commitment to providing a high-quality customer service and ensuring service standards are met	E	A, I
20. Commitment to and understanding of equal opportunities	E	A, I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
21. Flexible approach to working hours and willingness to work flexibly as and when required	E	A, I
22. Evidence of quality, time management and organisational skills	E	A, I
23. Ability to attend meetings inside and outside the city region	E	A, I

Key to Assessment Methods:

	A - Application	P – Presentation	I - Interview
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