

JOB PROFILE

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| JOB TITLE POLICY COMMUNICATIONS OFFICER | | JOB NO. 403 | LOCATION Drury Lane, Covent Garden, London WC2 | SALARY RANGE £28,000 - £35,000 p.a. |
| Reports to: Head of Policy Development | Works with: <i>External:</i> Campaign partners including Enterprise Campaign Coalition, policymakers and Government Departments, businesses, Local and Regional government, journalists and PR professionals. <i>Internal:</i> Policy and research team, marketing and communications team, stakeholder relations team, campaign teams and regional teams | | | |
| Overview of Role: Bringing Make Your Mark policy and research work to life with the media, government and key partners in order to support campaign efforts to unlock the nation’s enterprise potential | | | | |
| Purpose of Job To communicate policy and research messages and events in order to raise the impact and profile of the Make Your Mark Campaign, run by Enterprise Insight, and our ability to influence enterprise policy. | | | | |
| Key result areas | Measures of success | Skills and experience | | Core Competencies |
| <ul style="list-style-type: none"> Develop and coordinate a communications plan for policy and research work - working with the Head of Communications and Head of Stakeholder Relations to develop a set of policy themes to inform campaign communications and identifying opportunities for promoting policy ideas. Project manage a small number of MYM policy events each year including ‘thought-leadership’ seminars and flagship Enterprise Week activity Lead on the dissemination of policy and research reports, securing high profile endorsements, and producing summaries of messages emerging from projects to communicate key findings Maintain an up to date and lively policy and research section of the Make Your Mark website, generating topical content, web pages and blogs that keep colleagues informed of developments Monitor the impact of policy and research communications activity including external events, reports and the website. Build and maintain a database of key stakeholders for policy and research activity. Develop a strategy for engaging key organisations in supporting the campaign and generate leads for sponsorship of future activities Develop effective presentation tools and materials for use by staff including a shared bank of presentation templates and key facts and policy statistics. In addition to the areas listed you may be required to perform other duties commensurate with the position and character of the post | <ul style="list-style-type: none"> Increased awareness of policy and research activities Demonstrable impact of communications work including media coverage for key work and website interaction. Successful event delivery and audience satisfaction Strengthening of campaign partnerships | <ul style="list-style-type: none"> Well-developed marketing, communications and influencing skills through previous policy, public affairs or public relations experience (essential) Knowledge of and interest in policy issues related to enterprise culture such as education and skills, innovation and economic development (essential) Excellent writing and presentation skills, with experience in web development (essential) Experience of organising and running high-profile events and seminars (essential) Experience of managing relationships with key policy and communications stakeholders with diplomacy and aware of current UK political developments (essential) Bright, articulate and engaging manner and good at working to tight deadlines (desirable) Experience in techniques to evaluate the impact of communications activity (desirable) | | <ul style="list-style-type: none"> Can do attitude Self starter Delivers results Relationship management Passion and commitment to Campaign Teamwork |

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