



**Person Specification – Head of Public Policy**

**E** = Essential qualification

**D** = Desirable qualification

<b>CRITERIA</b>	<b>E/D</b>
<p><b>EDUCATION</b></p> <p>Degree in relevant discipline – e.g. marketing, communications, politics, policy, public relations</p> <p>Evidence of further relevant training or continuing professional development</p>	<p>E</p> <p>D</p>
<p><b>KNOWLEDGE, SKILLS &amp; EXPERIENCE</b></p> <p>Experience of working in a public affairs and/or policy role</p> <p>Knowledge of the advertising and marketing industry and current issues most relevant to industry participants</p> <p>Political awareness and knowledge of parliamentary procedure; experience of engaging with Members of both Houses of Parliament and/or with Government</p> <p>Knowledge of the UK regulatory environment as it pertains to advertisers and marketers</p> <p>Familiarity with the European Union policy environment, policymaking process, and political structures</p> <p>Knowledge of public affairs practices and techniques; ability to plan, execute, and evaluate PA projects</p> <p>Understanding of the political press; previous engagement with correspondents and media contacts</p> <p>Ability to write compelling and interesting copy, including long-form articles and opinion pieces</p> <p>Use of social media/online channels to deliver messaging, support brand identity, and raise organisational profile</p> <p>Experience in assimilating and understanding new policy areas</p> <p>Ability to translate complex policy into formats appropriate for external audiences</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p>



Experiencing representing organisational views and positions to external audiences, including at events and in roundtable discussions	E
Experience with stakeholder management, monitoring and tracking systems	D
Previous experience in a membership organisation and/or trade body environment	D
<b>PERSONAL SKILLS</b>	
Experience of working effectively, collaboratively, and constructively as part of a team	E
Excellent interpersonal skills to deal with challenging situations and relationships with key stakeholders	E
Excellent communication (verbal and written) skills	E
High IT literacy	E
A proactive approach with the ability to generate new ideas and approaches	E
Ability to quickly establish and develop effective relationships with key internal and external stakeholders	E
Ability to manage workload with competing priorities	E