



## HEAD OF EXTERNAL AFFAIRS: FAIR BY DESIGN

### JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title:</b>	Head of External Affairs: Fair By Design
<b>Purpose of the role:</b>	Alongside FBD's Director lead the strategy, planning and delivery of FBD's communications and stakeholder engagement activity.
<b>Governed by:</b>	The Barrow Cadbury Trust Board with advisory input from the Fair by Design Steering Group
<b>Reports to:</b>	Fair By Design Director
<b>Direct reports:</b>	Communications and Public Affairs Officer
<b>Salary:</b>	£47,013 – £56,415 pa full time + up to 10% contributory pension
<b>Contract:</b>	Fixed term contract of 3 years (with the possibility of renewal).
<b>Location:</b>	<p>Barrow Cadbury Trust offices, central London, but please note that later this year the Trust will be moving to Vauxhall.</p> <p>The team has been working at home and is transitioning to working in a hybrid form. This is under review but there will be an expectation of 2-3 days a week office-based.</p> <p>You must be eligible to work in the UK before applying for this role.</p>

### Introduction

People in poverty pay more for essentials such as energy, insurance and credit. This is known as the poverty premium. Fair By Design (FBD) is a highly successful influencing programme dedicated to ending the extra costs of being poor. FBD is run by the Barrow Cadbury Trust. It is an influencing, not a grants programme.

We are looking for a talented individual with an outstanding track record of successfully delivering impactful communications and public affairs programmes to join our team. Using your skills and experience you will help us to achieve our mission of eliminating the poverty premium by ensuring our communications are persuasive and impactful and that our messages are heard by policymakers and those in power.

## Responsibilities

- Alongside FBD's Director lead the strategy, planning and delivery of FBD's stakeholder engagement activity, focussing especially on engaging parliamentarians, civil servants, regulators and social policy influencers such as think tanks. Positioning FBD as a leading voice on financial inclusion and the poverty premium across a wider set of decision makers.
- Alongside the director lead the planning and delivery of our communications strategy. To include day-to-day management of FBD communications function ensuring FBD maintains and enhances its position as a credible voice on financial inclusion and the poverty premium, taking an integrated approach across media (social and traditional). Including:
  - Securing regular media coverage
  - Delivering a successful events programme
  - Delivering high profile campaigns
  - Sustaining and developing FBD's trusted brand
  - Generating authoritative and engaging digital content
- Line management of Communications and Public Affairs Officer.
- Represent Fair By Design at high level stakeholder meetings, events and networks including to the media, as required.
- Oversee the production of key stakeholder communications, including reports, newsletters, briefings.
- Undertake such other duties as may be reasonably required.

## Person specification

### Skills, Knowledge and Experience

1. Initiative – you must be a self-starter who can drive a campaign with minimum guidance.
2. Progressively responsible experience in a relevant position or sector, including demonstrable record of achieving impact in external affairs and communications.
3. Significant experience of creating compelling narratives – articulating clear arguments supported by convincing evidence with impact.

4. Significant understanding of the political and parliamentary process, as well as regulatory and government processes.
5. Experience of working with the press and wider media.
6. An understanding of and evidenced commitment to diversity, equity and inclusion, especially as they relate to our work.
7. Outstanding interpersonal and communication skills able to communicate and build credible, influential relationships with internal and external stakeholders at all levels, including Ministers, Chief Executives and Board level professionals.
8. Familiar with essential services such as finance, insurance and energy or with a demonstrable passion for social justice work in these sectors.
9. Ability to lead, line manage and effectively delegate, as well as lead and take ownership of a broad and varied remit.
10. Organised workstyle with the ability to prioritise, oversee and manage a number of complex work areas simultaneously and independently, working to agreed timelines.
11. Ability to produce written work of a high quality which communicates complex information and ideas in clear and imaginative ways.
12. Excellent project management skills and the ability to coordinate and deliver collaborative work.
13. Willingness to work within a Quaker derived social justice value base.
14. Help to ensure that the views, experiences and voices of people with personal experience of poverty and the poverty premium are reflected in our work.
15. Work flexibly as a team player and carry out any other duties that may reasonably be required.

#### **Desirable**

- Lived experience of poverty and the poverty premium.