

## Role Profile | Public Affairs & Stakeholder Engagement Advisor

<b>Location:</b> Edinburgh / Remote	<b>Status:</b> Full time
<b>Salary:</b> £28,000-£40,000	<b>Reporting:</b> Public Affairs Director
<b>Holidays:</b> 29 days	<b>Benefits:</b> Excellent benefits

### The opportunity

We're looking for Public Affairs team members who specialise in advocacy, government relations, stakeholder & community engagement, political intelligence gathering, contact programme creation & management as well as tactical execution. You're currently a high-flying Senior Account Executive or Account Manager in a communication consultancy or in a similar in-house public affairs role with at least five years' experience. You've got strong energy sector experience and/or experience in similarly complex industries such as infrastructure, transport, professional services, or life sciences.

### Aspect: The Strategic Communication Experts

Aspect was founded with a single goal: to create a unique platform to deliver expert strategic communication consultancy for ambitious clients. We see the bigger picture to help our clients realise their goals. Companies, governments, academics and charities trust our advice. We help them communicate with purpose and precision. We help them engage, influence and inspire. We help them change, lead and succeed. Strategic communication creating strategic advantage. What can you bring to our team?

### Why Aspect?

We're strategic communication experts. Our talented core team and global network of experienced associates and partners provide tailored advice, creative solutions and targeted campaigns that propel our clients onwards and upwards to future success. We've all held senior in-house communication roles, so we see things from our clients' perspective. We don't just come up with great ideas and strategies, we get our sleeves rolled up and deliver them.

### Our values

#### **We're brave**

We thrive on tackling big challenges and helping our clients succeed.

#### **We're honest**

We always say what we think based on evidence and knowledge.

#### **We're dynamic**

Our expertise constantly evolves to ensure we always offer the best advice.

#### **We're collaborative**

We enjoy working with like-minded people to achieve great results together.

#### **We're passionate**

We care about our clients and take pride in the work that we do for them.

## **Our culture**

We're a passionate and professional team who thrive in complex, issue-rich environments. We combine extensive in-house experience with external consultancy expertise to deliver objective strategic communication advice and solutions in even the most challenging situations. We trust and support each other to deliver great work. We believe in helping our people grow and develop – personally and professionally. We work hard and have fun doing what we enjoy. Are you Aspect?

## **The role**

- Lead client accounts / support the account lead with day-to-day account management, providing strategic advice and expert guidance.
- Design, plan and deliver integrated public affairs and stakeholder engagement programmes for clients across a range of industries.
- Use your knowledge and experience to monitor the political, policy and business landscape in which they operate, providing clients with clear, timely and perceptive stakeholder maps, written briefings, monitoring reports and oral guidance.
- Use your initiative to horizon-scan for new opportunities and ideas that can help inform business development for Aspect and its clients.
- Plan and ensure the smooth delivery of clients' in-person engagement with key audiences, from 1:1 meetings to community events, roundtables and parliamentary receptions.
- Work with colleagues as part of an integrated team, continuously identifying opportunities to positively position and profile our clients in diverse ways – through media engagement, events, webinars, digital and social activity.
- Contribute to client proposals to secure new business opportunities and grow relationships with existing clients.
- Identify and draft ad-hoc Aspect Briefings designed to keep Aspect's network up to date with key public affairs and policy news.
- Attend networking events and be proactive in seeking out opportunities for business growth.
- Undertake all work in full compliance with lobbying transparency rules at Holyrood and Westminster.

## **Your experience and character**

- 5+ years of experience in a relevant public affairs role, either in-house, in agency, parliamentary/ministerial advisory or civil service.
- In-depth knowledge of Scottish and UK Public Affairs, as well as strong interest in the issues that are shaping the external environment.
- Direct experience in stakeholder engagement for planning and developments within the energy sector – preferably offshore renewables and net-zero transition.

- Broad, flexible interest in Scottish and UK policy making that enables delivery of support to clients in multiple business sectors.
- Excellent written and verbal communication skills.
- Strong team player, inspiring the people you work with to deliver great results.
- Excellent planning and project management skills.
- A consultancy mindset with the ability to work at a fast pace and to deadlines.
- Great interpersonal skills and the ability to build strong client relationships.
- Confident in managing clients and expectations.
- Ability to earn the trust of clients as an objective adviser on politics and public affairs.
- Experience working on integrated content programmes.
- Comfortable translating complex information into compelling, accessible stakeholder briefings.
- Ability to contribute to management of budgets for client campaigns.
- Experience of consultancy business systems eg, timesheeting.

### **Your qualities**

- Strategic thinker
- Talented writer
- Great planner
- Structured and organised
- Delivery focused
- Measured and calm under pressure
- Real attention to detail
- Creative
- Team player
- Excellent communicator
- Able to juggle multiple priorities
- Engaging and fun
- Commercially minded
- Curious
- Confident
- Collaborative
- Entrepreneurial
- Problem solving

### **Advantageous but not essential**

- Further education and qualification in communications, politics, policy or stakeholder management
- Experience of managing creative teams, copywriters and web developers
- Experience of engaging, developing and coaching colleagues

### **What we offer**

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal & external training
- iPhone, MacBook, Thunderbolt Display
- Enhanced maternity, paternity and adoption pay
- Additional days' holiday for each year's service ^
- Cycle to Work scheme
- 4pm Friday finishes Jun, Jul, and Aug

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- Professional qualifications
  - Mentorship programme
  - Appraisal programme
  - 4pm Friday finishes on payday Sept to May
  - Half day in December for Christmas shopping
  - Full day for charity activity each year

^ Up to a maximum of five years