

## Public Affairs and Stakeholder Engagement Lead

Edinburgh / Hybrid / Remote | £44,000 – £65,000 + Bonus

**Do you want to develop and lead integrated public affairs and stakeholder engagement programmes across complex, issues-rich sectors, identifying new business opportunities to support Aspect's profitable growth?**

Aspect: The Strategic Communication Experts, is looking for an experienced, creative and ambitious practitioner to join the company as a Public Affairs and Stakeholder Engagement Lead, as a member of the extended leadership team.

You'll report to and work closely with Aspect's Public Affairs and Stakeholder Engagement Director, Peter Smyth, you'll devise and deliver high-quality, outcome-focused public affairs campaigns and programmes to help our clients deliver their business strategies and make an impact on politicians, policymakers, stakeholders, communities and industry. You'll combine a proven track record of the basics with a passion and curiosity for the bigger picture that we operate in.

With demonstrable credentials in strategic communication with a focus on public affairs and stakeholder engagement, extensive leadership experience, strong commercial understanding and first-rate project management skills, you'll be a trusted advisor providing high value counsel to clients in all aspects of communication. You'll focus on public affairs but need to be comfortable working as part of a multi-disciplinary team across PR and media relations, external affairs, social, thought leadership campaigns and issues management.

You'll have the freedom to develop and grow existing client accounts, while identifying and targeting new clients across a range of sectors. You'll also be required to prepare high quality proposals and deliver and winning pitches to support Aspect's profitable growth.

### About 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 roll up our sleeves and deliver.

We're a passionate and professional team that thrives in complex, issue-rich environments. We combine our 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.

## The role

- Work with Aspect's Public Affairs and Stakeholder Engagement Director, Peter Smyth, to create, lead and deliver strategic communication programmes for ambitious clients across a range of complex, issues-rich sectors
- Develop a deep understanding of our clients' strategic priorities, their public affairs and stakeholder engagement objectives, and provide everything from trusted advice to senior leaders to tactical, hands-on delivery
- Able to develop and deliver activities using a variety of communication approaches, working with colleagues in multi-disciplinary teams to influence stakeholders and policymakers both directly and indirectly, while always adhering to the highest professional standards
- Develop and lead a high-performing team, working with the PA&SE Director to define team and individual priorities and personal development plans aligned to Aspect's strategy
- Mentor and develop members of your own team and the wider company, positioning yourself as a source of knowledge, guidance and support
- As a member of our Extended Leadership Team, contribute to Aspect's strategic direction, helping to shape the continuous improvement and development of the business, our teams and the way we work
- Proactively monitor, interpret and analyse the political, policy and stakeholder landscape to deliver actionable insights, generate opportunities and mitigate risks for our clients
- Develop relationships with a range of external stakeholders, including government ministers, parliamentarians and senior policy makers to deliver value and offer services for clients
- Promote the Aspect public affairs and stakeholder engagement proposition and services with existing and new clients based on our reputation for high quality delivery, impact and results
- Identify growth opportunities with existing clients and new business opportunities, and produce high-quality proposals and pitches to secure new business

- Put in place systems and processes to monitor, measure and report performance, maintaining first class administration on all client accounts

### **Your experience and character**

- 7+ years' experience in public affairs and stakeholder engagement, either in house, in agency or in politics
- Experience of developing and delivering integrated stakeholder communications campaigns
- Experience of multiple sectors – energy, infrastructure, professional services and technology preferred
- Hands on experience and knowledge of Westminster, Holyrood and other devolved governments
- Established relationships with relevant politicians, officials, advisors and influential stakeholders
- Strong presentation skills and experience of leading and winning new business pitches
- Excellent writing, oral, analytical and presentation skills
- Ability to think strategically and see the bigger picture with the skills to deliver tactically
- Strong interpersonal skills with the ability to develop strong relationships with clients and colleagues
- Have experience of managing budgets and delivering profitable outcomes
- Practical experience, unafraid to roll up your sleeves to affect real change, innovation and growth
- Unafraid to challenge and be challenged
- Committed to being part of a close-knit team on a fast growth journey with all the opportunities, and challenges, that come as part of that experience

### **Your qualities**

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| • Strategic thinker                | • Persuasive                         |
| • Resilient                        | • Excellent communicator             |
| • First-rate judgment              | • Able to juggle multiple priorities |
| • Structured and organised         | • Engaging and fun                   |
| • Delivery focused                 | • Commercially minded                |
| • Measured and calm under pressure | • Curious                            |
| • Real attention to detail         | • Confident                          |
| • Approachable                     | • Collaborative                      |
| • Responsive                       | • Adaptable                          |

## What we offer

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal & external training
- Professional qualifications
- Mentorship programme
- Appraisal programme
- 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
- 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

## Application Process

To apply for this role, please send your CV to [joinus@weareaspect.com](mailto:joinus@weareaspect.com).

We anticipate the interview process will comprise two stages - an initial screening interview in Edinburgh or online, followed by a formal meeting with the senior leadership team at our Aberdeen HQ.