

JOB DESCRIPTION

Job Title: Head of Policy and Public Impact

Reporting to: Chief Executive

Direct reports: Policy and Research Manager, Legislative and Regulatory Manager, Press Officer and Policy and Research Intern

Team: Policy and Communications

About London Chamber of Commerce and Industry

London Chamber of Commerce and Industry (LCCI) is the voice of London business and the premier sounding-board for engagement with businesses in the capital. As the capital's largest independent business network, we enable businesses to work together in order to prosper individually and contribute to the collaborative economy of London, and ultimately to that of the UK.

We help to create and maintain London's position as the world's most dynamic, connected, equitable and sustainable city in which to work, live, and visit. We promote and support London not just as a large full-spectrum economy and as capital of the UK, but as a global city responsible for the defence of free and fair trade and the promotion of peace.

About the Policy and Communications Team

LCCI is in the process of integrating two previously separate teams, Policy and Research and Communications. We want to ensure that LCCI's policy work is generating the media impact we require and influencing the policy debates critical to our membership. We will be shifting our focus from generating new original research to work on curation of policy and consultation with members to deliver impact on long term policy affecting the London business community. This will be backed by strong research, evidence, and data-driven insights. Policy work is shaped by a combination of issues that members have raised as needing to be addressed and those that LCCI view as important to enabling London to be a successful City for business development, economic growth, and sustainability.

The team also focuses on curation of information and intelligence from a wide variety of sources so that the products are relevant, useful to our members and influential externally. We will also concentrate on securing and maintaining long term international influence through being a trusted reflection and representative of London business.

The Policy team will be a convener for policy makers and experts, a curator of the best policy ideas for London, and a friendly voice to critique the most relevant research coming out of London's many think tanks and University-based research institutes focused on economic, social, and cultural policies affecting the capital and its businesses.

Purpose of the role

Reporting to, and working with, the Chief Executive Officer, the Head of Policy and Public Impact will be responsible for leading LCCI's coordinated policy curation, research activities, member engagement on policy matters, and communications on policy issues. The overarching purpose of the role can be structured into three pillars:

- Identify and promote policy solutions to the issues of concern that have been identified by members;

- Create a programme of activity (research, publications, events, etc) on the major policy questions (at local, national, and global levels) that impact on London's continuing ability to be a successful City for business development, economic growth, and sustainability;
- Ensure that LCCI's policy work is communicated effectively through our own channels and effective engagement with traditional media and other platforms to promote the policy positions of LCCI and its members.

In greater detail, the Head of Policy and Public Impact role will encompass:

- influencing public debate on policy issues through effective media engagement, generating coverage of LCCI research, policy positions, and reactions to policy or regulatory developments impacting on members.
- promoting and protecting LCCI profile and reputation within the broad media field including print, broadcast, and online platforms.
- commissioning and managing research delivered by university research departments and politically independent research institutions.
- establishing, promoting, and maintaining relationships with key policymakers and political and opinion-forming audiences internationally, nationally, and within London.
- ensuring that LCCI is ahead of the curve to prepare for upcoming regulatory and statutory changes, internationally, nationally, and locally.
- ensuring the LCCI is considered a trusted reflection and representative of London business internationally through developing policy backed by strong research data and evidence.
- Actively participating and supporting the work of Chamber Committees (currently based around six cross-sectoral themes)
- Staying close to member issues and representing the Chamber's Policy function at events
- Leading the management of media engagement with external specialist support
- Performance Managing and developing the Policy and Comms team

Key Responsibilities

Strategy and Planning

- Work with Policy Advisory Council to identify aspirations for future policy and research activities, within the general aims and purpose of LCCI
- In conjunction with Chief Executive Officer, compile annual policy impact strategy covering a programme plan, KPI's, and budget
- Compile an annual press and media relations strategy for LCCI
- Identify opportunities to create future-thinking/thought leadership activity to the benefit of LCCI and its members
- Monitoring policy and research activities of others to ensure LCCI remains across the latest policy trends and the direction of the key policy debates
- Build meaningful collaborations with other research and policy originating organisations in London's political ecosystem

Policy Curation

- Oversee the policy team and empower them to bring together the best policy ideas, then shape and improve those ideas in line with LCCI's and its members' policy objectives
- Create a carefully selected number of original research outputs for various audiences, including policy briefings, thought leadership pieces, presentations, and policy position papers (quality, not quantity will be key)

- Develop a new suite of policy curation products – digest, annual report, etc. that helps to capture the best new policy and put forward an LCCI position on key policy issues
- Oversee engagement with Community, Members, SMT, Policy Advisory Council, Membership Committees and colleagues in the development and dissemination of LCCI's policy positions and research
- Lead on dissemination, internally and externally, in writing and by presentation, the key points of LCCI's ongoing policy and research activities
- Advising colleagues on content of reports, research, and consultation responses, to ensure maximum media impact

Convening Policy Influencers

- Consult with Community, members, colleagues, and Policy Advisory Council to identify areas of priority
- Work with the Events team to deliver policy-focused events in line with Policy and annual policy programme strategy
- Regularly bring together policy influencers from think tanks, trade bodies, universities, and other organisations to discuss policy, share ideas, and advocate LCCI's own positions on policy
- Regularly convene policy makers from all levels of government for informal discussions on policy issues, in line with the programme strategy

Streamline Research Agenda

- Consult with Membership Committees, Community, members, colleagues, and Policy Advisory Council to identify areas of interest for future research activities
- Rationalise existing original research outputs and streamline for maximum impact
- Work with LCCI colleagues to identify potential funding opportunities for research activity
- Prepare scoping documents in order to commission research from university research departments and politically independent research institutions
- Lead tendering and selection of best value research institutions for each commissioned piece

Generating Media Impact

- Provide timely advice on political developments and recommendations on related LCCI lobbying tactics to Chief Executive Officer
- Generate media coverage of LCCI outputs on policy and research
- Identify and secure speaking places on relevant platforms for LCCI spokespeople (think tank events, conferences, etc.)
- Represent LCCI at external events relevant to policy programme and key issues for members
- Commission Events team to deliver policy-focused events in line with Policy and Research business plan
- Liaising with LCCI members to manage and promote their issues in line with LCCI corporate objectives and team priorities
- Oversee copywriting for member communications materials
- Work with Digital and Social Media Manager to ensure LCCI policy issues are promoted through social media and the LCCI Community app

Managing Press Engagement

- Advising the Chief Executive and LCCI staff on proactive and reactive media handling
- Holding overall responsibility for media engagement outcomes in the following ways:
 - Overseeing and contributing (as needed) to monitoring for forthcoming, and breaking news stories, with a view to ensuring profile for LCCI where the issue matches LCCI corporate objectives
 - Overseeing and contributing (as needed) to producing high quality and newsworthy LCCI reactions
 - Overseeing and contributing (as needed) to producing high quality and newsworthy press releases, relating to LCCI's policy, research, and services, and uploading to website
- Maintaining an on-going programme of contact and relationships with press and media correspondents, and handling LCCI reactive media enquiries
- Oversee the maintaining of a log of media correspondence, meetings, and outcomes
- Contributing to LCCI projects and initiatives across all teams from a media engagement perspective
- Use database of member case studies compiled by Membership team to supplement LCCI media activity, as well as filtering media requests through to relevant case studies

Legislative and Regulatory Monitoring

- Ensure that LCCI stays abreast of key policy changes and relevant external issues
- Oversee development and regular publication of a legislative and regulatory monitoring newsletter
- Overseeing and contributing (as needed) to drafting submissions and responses to relevant consultations and inquiries

Relationship Management

- Develop and manage relationships with:
 - Government & Shadow Ministers, advisers, and departmental officials
 - London and special interest MPs, advisers, and Westminster officials
 - London Mayor and London assembly
 - Key local authority political and official stakeholders
 - University research departments
 - Politically independent research institutions
 - Key journalists/commentators covering business, economics, and public policy
 - Other business representative organisations
- Ensure political balance and neutrality is achieved in LCCI policy activities

Policy Advisory Council and Member Committees

- Provide the secretariat and support for the Policy Advisory Council, working closely with CEO and Chair to ensure the Council are consulted fully on LCCI's policy plans and activities.
- Ensure the policy team provide support to the sector and cross-sector committees as required by the Community and Member Relationship Team.

Management of Staff

- Manage, recruit, train, motivate, develop and line-manage staff in accordance with LCCI's purpose, values, policy and procedures;
- Effectively manage the team's performance, setting and monitoring standards and develop a culture that is results orientated;
- Ensure continuous professional development of the skills and competencies of the policy team.

General Responsibilities

- Resolve service delivery issues and complaints quickly and effectively in accordance with Chamber policy, recommending improvements and escalating where appropriate.
- Ensure processes and activities are fully compliant with Chamber protocols and legislation including data protection and marketing communications.
- Reflect the LCCI's values, setting high levels of professional performance and behavioural standards for the team members and leading by example, always seeking continuous improvement
- Demonstrate flexible and adaptable approach to business needs at any given time
- Work with the Chief Executive to create a motivated, respected and highly knowledgeable team of professionals focussed on overall success of the team and the Chamber

Person specification

Essential

Prior knowledge:

- Degree level education
- English language (written and spoken) to GCSE Grade 4 standard
- MS Office suite

Good track record:

- External/public/corporate affairs experience via in-house, consultancy or political party
- Experience of developing and delivering a policy and research programme
- Experience of developing and delivering a media or press strategy
- Experience of consulting with a wide range of stakeholders in developing policy and designing research activities
- Proven experience of influencing at a senior level internally and externally
- Experience of commissioning and managing external research partners
- Managing a small team through the full employee lifecycle, from sourcing, performance improvement to career development
- Proven experience of developing/utilising strong working partnerships
- Developing business plans, KPIs and budgets

Skills and abilities:

- Aptitude for planning and prioritising work and meeting deadlines
- Commercial awareness
- Ability to communicate across all levels with strong networking skills within policy and media contexts
- Creativity, innovation, and strategic thinking
- Presentation skills

Mindset for success:

- Political astuteness and confidence to command respect of senior figures including political and public policy figures
- Willingness to work collaboratively with colleagues to deliver key aims of an organisation
- Attendance at out-of-hours meetings and events
- Drive and able to deliver at pace
- Willingness to manage own career and CPD activities

Desirable

- Experience of working within a membership organisation
- Good knowledge of issues affecting UK business
- Proficient with database
- Good understanding of London politics