



# Senior Public Affairs Manager

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# Overview

**Title:** Senior Public Affairs Manager

**Salary:** £47,000 – £52,000

**Reports to:** Jonathan Roberts (Director of External Affairs)

**Location:** Central London w/ hybrid working up to two days from home

**Summary:** Lead member of the CLA's award winning public affairs team, managing one member of staff, supporting all aspects of national lobbying activities with responsibility for delivery of parliamentary engagement, political events and campaign activities, as well as the provision of political and procedural advice to senior colleagues, officers and member committees. This is a varied job, that will see the successful applicant having meaningful influence on the CLA's activities.

# Our Team



**Alec Zetter**

**Founding Partner**

Alec has a decade's experience recruiting the very best policy, public affairs and communications professionals in the UK.

alec@voxpartners.co.uk | 07907 728 180



**James Green**

**Founding Partner**

James has over a decade's experience in corporate affairs recruitment, specialising in appointing the best communications talent in the UK.

james@voxpartners.co.uk | 07907 727 901

# About the CLA

The Country Land and Business Association (CLA) is the membership organisation for owners of land, property and businesses in rural England and Wales.

The CLA aspires to unlock the potential of the rural economy by promoting innovative ideas to a national audience and providing practical support to members. We do this so our members can feed the nation, create jobs and prosperity, invest in communities and protect the environment for future generations.

The CLA is a collaborative, mission-driven organisation with around 100 passionate employees working across seven locations in England and Wales. Their culture is built on teamwork, innovation, and a shared commitment to supporting rural landowners and businesses.

This role is based in the CLA's London office in Belgravia, within the External Affairs Department whose mission is to raise the profile and influence of the association and unlock the potential of the rural economy.

The department is also responsible for delivering the award-winning Land & Business magazine, managing the CLA website, and leading national communications that inform and inspire members while shaping the conversation around rural issues.



# Key Responsibilities

## Monitoring:

- Ensuring the CLA is aware of all relevant political developments including:
  - Parliamentary business in Westminster and Welsh Assembly (with CLA Cymru)
  - Non-parliamentary activities of political parties and individual MPs.
  - Activities, campaigns and intervention of wider stakeholder groups.
- Support media activities in conjunction with communications team.
- Produce regular reports on developments for internal and external audiences.

## Internal Working:

- Briefing and leading meetings with the senior leadership team on both our proactive political work, and the wider legislative agenda.
- Briefing and preparing senior members of staff ahead of ministerial meetings or select committee appearances.

## Campaigns:

- Support delivery of CLA lobbying campaigns that raise the profile of the Association and contribute to successful lobbying outcomes.

## General:

- Provide administrative support within Public Affairs and wider External Affairs team.
- Draft reports and briefings for internal CLA use as required.



# Key Responsibilities (ctd.)

## Management:

- Providing line management to the Public Affairs Adviser.
- Strategic support to colleagues across regional offices.

## Issue Management:

- Win support in parliament on key issues by securing parliamentary questions, amendments to Legislation, speaking slots in select committee inquiries etc.
- Help devise and deliver effective influencing activities, based on agreed issue plans.
- Lead cross departmental working groups on legislation that effects the membership.
- Provide advice and support to wider team on appropriate influencing strategies as and when required.

## Events:

- Support the successful delivery of a range of events linked to CLA lobbying activities and campaigns – including:
  - Parliamentary meetings and events;
  - National conferences and regional engagement events;
  - Constituency and other visits.



# Person Specification

## Education and Qualifications:

- Educated to degree level or equivalent.

## Policy and Public Affairs experience - Essential:

- Significant experience in public affairs, with experience of working both in Parliament and public affairs, or a closely related field.
- A detailed knowledge of how the Parliamentary process works.
- Credibility and confidence to meet and influence MPs and Peers with little supervision.

## Policy and Public Affairs experience - Desirable:

- Experience of delivering political or social media campaigns.
- Experience of managing an All Party Parliamentary Group.

## General skills - Essential:

- Excellent communication skills which demonstrate an ability to communicate clearly and persuasively both verbally and in writing.
- Ability to deliver to deadlines.
- Self motivated and an ability to work on own initiative.
- Demonstrable experience of successful team working.



# Person Specification (ctd.)

## Management skills - Desirable:

- Experience of mentoring, coaching or managing an individual or team (including performance management, setting objectives and providing feedback).

## Rural knowledge - Desirable:

- Support for the CLA's purpose and vision.
- Demonstrate a comprehensive understanding of the key issues affecting rural businesses and communities.
- Demonstrate an understanding of the broad needs of CLA members.

# Benefits

The CLA offers its staff a large number of benefits which includes:

- 25 days holiday, increasing to 30 days after 3 years' service
- An extra day off for your birthday
- Employer's pension contribution of up to 10% of salary
- Various wellbeing services
- SmartTech loan and retail discount offers at over 800 brands





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