



Job Profile

Job Title	Head of External Affairs
Location	Central London / Hybrid working
Reporting to	Chief of Strategy & Communications
Direct reports	4 (3 x External Affairs Senior Managers; 1 Corporate & Policy Manager)
Term	Permanent
Salary Range	£67,000 – £75,000 (dependent upon experience)
Pay Level	Head of Department

We are the national body for careers education in England, delivering support to schools and colleges to deliver modern, 21st century careers education.

The Careers & Enterprise Company is a great place to work. We operate within a fast-paced and collaborative environment. We are brought together by one thing: our passion to ensure young people get the best possible start in life and are supported to find their best next step.

Do you want to be part of a mission-driven team focused on transforming young people's lives? If so, we'd love to hear from you!

Role Summary

We are looking for a senior External Affairs leader to oversee a busy multi-disciplinary team to drive our reputational, influencing and engagement work across our national outreach, this is not a new post - it is one that already exists within the company's staffing structure. This is a high-profile position within the organisation, with responsibility for leading an integrated approach to delivering our strategic objectives across government relations, policy influencing, communications and marketing and audience engagement functions.

World class careers education requires engaging lots of institutions and stakeholders to work together in a focussed, strategic and co-ordinated way for young people across the country. Key is ensuring careers education continues to elevate its status within the skills, education and local growth agenda for policy makers and that key influencers and actors in the system collaborate with us meaningfully to achieve our mission of helping every young person to take their next best step.

External Affairs sits within CEC's Strategy & Communications directorate alongside Policy & Impact and Strategic Business Engagement and plays a key role in helping these teams and other sector-led teams across CEC to engage audiences, communicate evidence led practice and to help inform and influence positively on future approaches to driving high quality careers education.

The role brings together three key areas:

1. Corporate Affairs and government and policy engagement, including parliamentary relations and wider external influencers on careers, skills and education policy and provision
2. Communications, inclusive of press and media relations and stakeholder communications

across multi-channels

3. Marketing and Audience Engagement, to engage and support multiple key actors within the careers education landscape, including schools and colleges, employers and providers

Key Responsibilities

The main responsibilities include:

1. Corporate Affairs and Policy Engagement

Policy, Government & Parliamentary Relations

- Ensuring we maintain a strong supportive relationship with our sponsor department, the Department for Education (DfE), engaging on key policy areas of relevance to CEC and the young people we seek to ensure are supported (e.g., skills, technical and vocational education, devolution, youth employment, curriculum etc)
- Build cross government and cross-party and Parliamentary interest and engagement in our work.
- Evidence, data/analysis deployed routinely through inquiry consultation responses, underlines CEC's expertise and primacy.

Senior strategic partnership and stakeholder engagement

- Developing and delivering a systemised and impactful external influencer strategy (spanning business, education, youth organisations, think tanks and more) for CEC that is well understood, timely and supported across teams in the company.
- Working hand in glove with the CEO, Executive team and Board to position them as diverse, expert figures for effective senior external engagement.
- Input into CEC's Strategic oversight of our youth voice influencer working closely with our Youth Advisory Group (YAG).
- Ensuring the External Affairs team delivers impactful strategic corporate comms campaigns and 'moments' aligned to our publications, National Careers Week and more.

2. Communications & Marketing

Press and Media Relations

- Ensuring we have an effective press function which designs and delivers proactive media opportunities and handles media requests competently.
- Overseeing the delivery of a media strategy underpinned by a drumbeat of high-impact messages and evidenced proof points and supported by a diverse range of voices to tell our story and amplify best practice from the front line.
- Raised media profile by building sustained media relationships, to offer channels (including digital) for CEC to engage debate and a stage to be expert and authoritative.

Marketing and Audience / Customer Engagement Strategy

- Leadership across the organisation to ensure CEC has an impactful and integrated audience engagement strategy which balances customer need, strategic objectives and operational imperatives.
- Ensuring our marketing function delivers high-impact audience behaviour change activity to support strategic imperatives, including take-up and adoption of national careers support.
- Ensuring we maximise reputation, brand and impact across our corporate channels (website,

<p>social, email) through high-quality influential content that:</p> <ul style="list-style-type: none"> - serves our audiences on the front line (e.g., schools, colleges, providers, employers) - showcases our impact, insight, evidence and thought leadership. - elevates the voices of young people. • Ensuring we maintain an effective and professionalised marketing function which upholds our brand, delivers against our strategic objectives and gives high satisfaction levels to our customers/ audiences. <p>3. Leadership and Management</p> <ul style="list-style-type: none"> • Represent CEC at senior levels externally. • Manage a significant budget diligently, including forecasting and expenditure tracking. • Ensure decisions that are taken and activities that are prioritised are all strategically and sequentially aligned to deliver maximum impact against CEC’s strategy. • Contribute effectively as part of CEC’s extended leadership team and attend SLT and Board meetings as required to provide updates, progress reports, or recommendations. • Line-manage, support and develop a multidisciplinary team of dedicated communications and engagement professionals.
<p>Qualifications and experience required</p>
<p>Essential:</p> <p><i>Experience of:</i></p> <ul style="list-style-type: none"> • Working at senior levels with government and policy makers including experience of: <ul style="list-style-type: none"> - Developing and responding to policy ideas - Writing and developing inquiry and consultation responses - Engaging MPs and senior political figures across parliamentary business. • Developing communications strategies in line with wider business objectives and ensuring delivery against stated milestones • Engaging senior stakeholders internally and externally and devising and executing communications influencing strategies • Senior counsel to executives, and presenting to Boards and Executive teams • Managing projects and performance against agreed KPIs • Line management, matrix management and people development
<p>Skills and core competencies</p>
<ul style="list-style-type: none"> • Strong understanding of the machinery of government and proven ability to engage and influence effectively within the policy and political environment. • Ability to identify and manage key stakeholders, building rapport and constructive relationships across different audiences. • Excellent manager – supportive and developmental to get the best from members of staff and their teams. • Strategic thinker who can make connections and identify and act on opportunities to inform longer term goals. • Ability to write exemplary, engaging and accurate copy with good attention to detail. • Diplomacy, tact and understanding of others’ priorities to achieve common goals. • Ability to deliver at pace.

- Resilient and flexible, comfortable with complexity, uncertainty, and ambiguity
- Self-starter and self-sufficient but able to work with different teams across the Company.
- Strong organisational, time management and operational skills, able to manage projects from end to end, and prioritise.
- Strong understanding of creative outputs (brand assets, campaign assets, collateral)

Job Profiles are not part of the terms and conditions of employment and may be subject to change.