

The National Lottery Promotions Unit has flexible roles that enable our people to give their best, broaden their skills and manage their career path. This job profile isn't intended to be an exhaustive list of your duties, rather it gives you an outline of what your role will involve. It will be for you to work with your colleagues to develop and shape your work in line with our strategic objectives and the objectives of your team.

National Lottery 30th Birthday Public Affairs Lead 6-month contract

Our leaders

As a leader at the National Lottery Promotions Unit, whatever your specialism, you will be accountable for and lead a team and/or area of work, playing a pivotal role in delivering our most complex work to deliver our strategic objectives.

You will drive a high-performance culture, and your ability to coach, inspire and empower people will be second to none. You will encourage and engage, nurturing team development and people's career paths. Your project management skills and your ability to critically analyse information will be equally strong, along with your ability to build and nurture relationships with stakeholders and understand their needs. You will be creative and innovative in your approach and encourage others to work in this way. By drawing on previous learning and experience inside and outside the Fund you will enable continuous improvement and better ways of working. You will be politically astute, and have the ability to understand and interpret the external & internal environments, local context, and the impact on our business activities.

Your role

In a General Election year, this role will co-ordinate a One National Lottery position across governments and profile the impact the National Lottery has had in every corner of the UK. You will lead efforts, alongside the new operator - Allwyn and distributors - to ensure influential public affairs audiences understand how The National Lottery has improved lives and changed communities across the whole of the country. This includes working alongside public affairs teams across the National Lottery distributors to scan the horizon for emerging thinking, and identifying the themes, issues, threats and opportunities in the external environment which will promote and protect the National Lottery brand.

To support these efforts, the 30th Birthday Public Affairs lead will play a key role in managing external relationships with key parliamentarians, and representative bodies. You will bring a network of key contacts to promote and support the importance of the National Lottery to people and communities throughout the UK. You will also play a key role in presenting the National Lottery in an effective and impactful way and manage the delivery of the National Lottery 30th Birthday government relations strategy.

Of course, you will also need to work within the National Lottery Community Fund's policies and procedures and the necessary legislation, and in a way that is in line with our vision and principles.

Your experience

As a Leader, you may have been promoted through our internal career paths having demonstrated your skills and leadership abilities or alternatively may come from an external field. Either way, you'll need to demonstrate your experience and qualifications in these areas:

- Excellent understanding of public affairs, influencing and advocacy
- A strong grasp of the policy environment, developing issues and themes
- Policy analysis skills
- Ability to coordinate systems and processes and develop effective working relationships to enable collaboration across the fund, for example in relation to managing stakeholders
- Parliamentary and legislative knowledge
- Excellent understanding of the role that digital skills play in policy and relationship management
- Excellent skills in commissioning research and analysis
- Strong project management skills
- Committed to delivering change, and have the dedication to see challenging tasks through to completion

You will be able to

LEADERSHIP & MANAGEMENT

- Enable people to connect the Fund's strategy to the local context to support high levels of performance and delivery
- Lead confidently using an adaptive leadership style that embodies the Fund's vision and principles
- Recognise and enable people's strengths and talents, adopting a tailored approach to the development of individuals
- Create a culture and environment that encourages high levels of engagement and empowers others to lead

BUILDING GREAT RELATIONSHIPS

- Act as an ambassador and collaborator across the Fund and with customers and external stakeholders
- Communicate intuitively, able to engage with and influence a diverse range of audiences
- Use skilful questioning and listening to gain customer and stakeholder insight that informs decision making

PERSONAL RESPONSIBILITY

- Demonstrate self-awareness, emotional intelligence and a willingness to learn and adapt
- Be resilient, confident, cope with changing demands and support others to do this
- Be proactive, willingly accountable and engaged for delivery across a business area and the Fund

DELIVERY

- Generously share learning, insight, skills, and resource across the organisation
- Be digitally enabled and data driven
- Use critical thinking to gather, assess, and utilise information, insight and intelligence that informs decision making
- Horizon scan, using excellent judgement to manage strategic and emerging risks
- Ensure appropriate levels of governance are applied across all of our work

Our mindset

- I am passionate about the potential of making excellent grants
- I am committed to effective networking across and beyond the Fund
- I value the diversity and aspirations of communities and colleagues recognising the need to provide equality of opportunity
- I am curious and actively seek new ways of doing things
- I will listen, learn, provide and encourage feedback and challenge
- I am responsible and accountable for the work that I do
- I work flexibly and collaboratively to meet the needs of others
- I apply knowledge and experience to share my learning
- I want to make the Fund a great place to work

Your job family is	National Lottery Promotions Unit	Your directorate is	National Lottery Promotions Unit
Your mode of working is	Office based	Your role template is	Leader