

## ROLE PROFILE

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| <b>Role:</b>                                    | External Affairs Manager            |
| <b>Reports To:</b>                              | Head of Policy and External Affairs |
| Role Profile dated                              | August 2025                         |
| Signed as approved and correct by line director | <i>David Nash</i>                   |

### ***This role profile consists of two sections:***

1. The **Job Specification** sets out the purpose, business outcomes and key responsibilities.
2. The **Person Specification** sets out the qualifications, experience and behaviour expectations.

## **Job Specification**

### **Role Purpose:**

The External Affairs Manager will drive the ECITB's efforts to enhance its visibility, build strategic relationships, and influence key stakeholders in government, industry, and the wider engineering construction sector. This role is central to promoting the ECITB's mission, securing buy-in for its initiatives, and ensuring the organisation is positioned as a trusted voice on skills development and workforce issues in the engineering construction industry.

### **Business Outcomes:**

To be successful in this role the External Affairs Manager must:

1. Build value-adding relationships with key external stakeholders across industry and thought leadership community to advocate for ECITB's interests and policy goals.
2. Create collaborative partnerships based on mutual areas of interest and co-ordinated activities with relevant sector skills organisations.
3. Position and promote ECITB's work and impact to key external influencers including senior industry leaders, think tanks, trade unions and trade associations.
4. Support the stakeholder engagement activities of the Policy & Public Affairs Manager in government including devolved nations, parliamentarians, policymakers and civil service.

### **Key Responsibilities:**

#### **External Engagement and Advocacy:**

1. Develop and deliver effective external engagement strategies to raise the ECITB's profile and ensure its priorities resonate with policymakers, regulators, and industry leaders.
2. Build and maintain relationships with key stakeholders including industry bodies, ECI trade associations, trade unions, think tanks, skills bodies and other related groups and

support the continued engagement across government departments, devolved administrations, and parliamentarians.

3. Represent the ECITB at high-profile meetings, events, and forums, articulating its vision and promoting its programmes, initiatives and impacts.
4. Monitor the external environment for political, economic, and industry developments, providing timely updates and insights to the senior leadership team.

#### **Communications and Influence:**

5. Work closely with the communications team to craft impactful messaging and campaigns that highlight the ECITB's achievements and strategic objectives.
6. Draft high-quality content and provide detailed sector knowledge within opinion pieces and stakeholder briefings for ECITB's senior leadership team and operational teams
7. Support the Policy and Public Affairs Manager to develop the organisation's 'informed' response to consultations, inquiries, and other formal engagements with government and industry.
8. Act as a spokesperson for the ECITB when required, ensuring consistent and professional representation.
9. Coordinate and engage effective internal communication channels to ensure all departments including regional operations are informed and updated on stakeholder engagements and opportunities.

#### **Stakeholder Collaboration:**

10. Develop and implement stakeholder engagement plans that align with the ECITB's corporate objectives.
11. Foster partnerships and collaborations with industry organisations, employers, and education providers to amplify the ECITB's influence and impact.
12. Working closely with the Communications team, organise and coordinate stakeholder events, such as roundtables, conferences, and networking opportunities, to promote dialogue on critical skills issues.

#### **Input and Policy Support:**

13. Support the Head of Policy and External Affairs and Director of Strategy and Policy in shaping the ECITB's strategic direction, ensuring external affairs activities are integrated with broader organisational goals.
14. Maintain current knowledge and understanding of the ECI sectors, policy and other market conditions affecting the industry. Interpret what these mean for ECITB and our external affairs strategies and provide advice on stakeholder expectations and policy trends.

15. Contribute to the development of the ECITB's corporate strategy and business plan And where appropriate, support and / or deliver specific projects or activities as required.

### **Role Parameters:**

- Actively facilitate areas of collaborative working with External Affairs, Funding and Partnerships Directorate and Heads of Regions
- Regular working with colleagues across the organisation, including occasional physical attendance at meetings and working groups in various locations across the country.
- Occasional working in London will also be required.

### **Person Specification**

#### **Experience & Qualifications**

- Proven experience in external affairs, public affairs, or stakeholder engagement, ideally in the engineering, construction, or skills development sectors.
- Strong understanding of the UK political landscape and policymaking processes.
- Excellent communication skills, with the ability to produce clear and compelling written materials and engage effectively with senior stakeholders.
- Demonstratable ability to develop and execute successful external engagement strategies.
- Track record of building and maintaining relationships with diverse stakeholders, able to positively influence through securing trust and buy-in.
- Ability to work independently and manage multiple priorities in a fast-paced environment.

#### **Desirable:**

- Knowledge of the engineering construction sector and the challenges facing workforce development.
- Established network of contacts in government, industry, and the media.
- Experience in organising events and public engagements.
- Experience of speechwriting

#### **Core Competences**

*These competences apply to everyone working for the ECITB. They represent the behaviours that promote individual and corporate success and high achievement. They should be read in the context of each individual job and take account of the job's scope and level of responsibility and complexity.*

## **1. Business Acumen**

Understands general business and financial concepts. Understands the ECITB and the ECI business, and uses both general and specific knowledge to make appropriate judgements in decision making and dealing with employers and other stakeholders.

## **2. Delivering quality results**

Maintains a high level of commitment to personally getting things done. Delivers results and takes personal responsibility for achieving outcomes. Works effectively with little direction, and is dependable and responsible. Strives for high quality and effective outcomes. Finishes what is started and demonstrates persistence.

## **3. Customer Focus**

Understands that customers are internal and external. Understands customer business needs and provides appropriate solutions. Anticipates, listens to and values customers' needs, suggestions and feedback. Ensures own work output is aligned with customer (internal or external) and stakeholder needs and anticipates future requirements.

## **4. Planning & Organising**

Demonstrates effective organising and planning skills according to organisational and role needs by defining objectives and anticipating needs and priorities. Sets and achieves realistic goals and effectively anticipates deadlines and delivers required results. Where required, liaises with colleagues to use available resources effectively to simultaneously handle several projects. Demonstrates good time management and prioritising skills to handle multiple tasks and deadlines, and develops contingency plans in anticipation of possible obstacles. Constructs realistic time frames for completion and monitors progress. Is able to effectively manage own time and where required, the time of others.

## **5. Teamwork and Collaboration**

Works effectively and collaborates with others toward a common goal. Able to build and maintain cooperative work relationships with others, and values others' input. Completes own tasks for group projects in a timely and responsible manner and directly contributes to reaching the group goal. Assists others to support the group goals.

## **6. Problem Solving**

Demonstrates sound ability to analyse and solve problems within scope of role, through careful rational evaluation of information, and consideration of possible alternatives and consequences. Capable of generating or contributing to effective solutions to problems. Avoids making snap decisions with little or no sound rationale. Able to apply analytical and creative skills depending on the nature of the problem, and persistence to work at the problem until it is resolved.

## **7. Leadership, taking responsibility**

This is both leading others and self-leadership. Regardless of the personal level of seniority, is an active member of the team, taking responsibility, communicating and respecting others' opinions, recognizing opportunities to help out, and offering to take initiative to get things done. Setting a good standard for others to follow. Understanding the organisation's culture and people so that taking initiative is effective i.e. without stepping on toes. . Where leading others, setting clear vision and purpose, establishing realistic and measurable results expectations, building rapport and sense of team, holding self and others accountable, motivating others, and removing barriers.

## **8. Communication Skills**

Communicates effectively, both verbally and in writing, to a wide range of different audiences in formal and informal settings so that the audience understands the message and a degree

of influencing is achieved (as appropriate to the requirements of the role). Messages are clear and unambiguous, use of English is accurate, a professional business tone is adopted.

#### **9. Professional behaviour**

Conducts self in a responsible manner and treats others with respect. Responds to work-related problems, pressures, and obstacles in a rational and positive manner. Upholds ECITB's values, shows respect for diversity, and demonstrates a high level of integrity so that the ECITB 'brand' and reputation is enhanced. Demonstrates tenacity and resilience, supports colleagues, and is work-focused and reliable in working hours.

#### **10. Delivering continuous improvement / adapting to change**

Seeks opportunities to improve current processes, procedures, systems and methods to promote reliability, quality, and efficient output. Dedicated to the improvement of current work processes. Having a disciplined and detail orientation to own work and constantly looking for ways to improve or willing to alter current practice. Encourages others to apply similar discipline to achieve continuous improvement. Looks for new and innovative ways to deal with changing demands and achieve objectives

### **Role Specific Competences:**

#### **1. Analytical insight and policy understanding**

Expertise in interpreting complex data and research to inform strategic decisions and policy recommendations. Understands the current wider political agenda as it applies to the remit of own role. Can place it in context with the industry and the ECITB strategic objectives through effective analysis and make sound judgements based on that analysis. Able to assimilate central policy and understand implementation in the context of own role. Expertise in interpreting complex data and research to inform strategic decisions and policy recommendations.

#### **2. Strategic vision**

Ability to articulate a clear, long-term vision for ECITB's role in the engineering construction sector and align departmental goals accordingly. Recognises and understands strategic needs through effective analysis of the long-term industry requirements and assimilates this with the ECITB strategic objectives to deliver effective strategies and plans. Is able to communicate that strategy to stakeholders to align and influence as required. Shows good judgement when coming to conclusions. Listens to and values senior stakeholders' views and feedback.