

# External Affairs Manager (public affairs)



Working better together  
for our residents

## > People Directorate > Corporate Affairs Function

### What's it all about

This is an exciting time to be part of NHG's transformation. We are one of London's larger housing associations, providing social and affordable homes for more than 130,000 people who would otherwise struggle to afford them. As External Affairs Manager, you will engage with our external and stakeholder audiences to build a reputation for collaboration and purpose, and to strengthen our relationships. At the heart of this role is the ability to build and nurture trusted relationships - with MPs, government officials, and other influential stakeholders - ensuring that our organisation is seen as a credible, responsive, and collaborative partner. You will articulate our exciting plans for investment in our existing properties, and making an important contribution to the UK's housing crisis through building new homes.

You will bring experience of substantial engagement with MPs, Councillors, government departments and other stakeholders to build resilient and proactive relationships. You will be confident advising and briefing senior leaders. You will have a keen eye for risk on the political horizon and a strong sense of how NHG can navigate the challenges ahead. You will be able to confidently develop our policy positions and to keep closely across the policy landscape in the housing sector. You will be able to spot relevant issues and add value, bringing the outside in, and helping NHG tell our story and contribute to wider societal conversations and debates. You'll be able to get stuck into the detail, making sure we are delivering an excellent casework service to elected representatives and ensuring we are showing up to all stakeholders well, with the needs of our residents foremost. And you'll be a versatile communicator, able to contribute to our media and incident responses when needed. This is a key role within NHG's Corporate Affairs Function.

### How you'll make a difference

Reporting to the Head of External Affairs, you'll deliver our public affairs and stakeholder engagement programmes. You will make a significant contribution to our reputation, relationships and business priorities. Your work will be smart and energising, informed by deep

understanding of our business and the challenges facing NHG. Supported by colleagues across a renewed Corporate Affairs Function, you'll bring to life NHG's social purpose and performance improvement with our external stakeholder audiences: your work will be central to NHG's transformation as we make progress towards being a truly resident-focussed organisation.

### How you'll do it

- Develop and deliver a public affairs and stakeholder engagement programme designed to inform and engage MPs, Councillors and other key stakeholders with our performance improvement and resident focus.
- Provide regular proactive briefings to MPs, councillors and London Assembly members representing the neighbourhoods we serve.
- Develop and shape policy positions that reflect business priorities and stakeholder expectations, and are in line with our business objectives.
- Ensure leaders and the wider organisation are briefed on relevant developments in the sector and wider economic and political environment, providing political insight and briefings to inform strategic decisions.
- Prepare operational teams and senior leaders for stakeholder meetings with tailored briefings and support.
- Collaborate with the casework team in the Customer Service Centre to ensure elected representatives are served well and that risks are identified and addressed.
- Manage our memberships and engagement with industry and representative bodies, ensuring that we are an active, engaged and collaborative sector player.
- Drive initiatives that embed our values and strengthen a shared inclusive culture - ensuring communication reflects and celebrates the diversity of our people, especially across frontline and geographically dispersed teams.
- Contribute to crisis and incident response when needed.

- Participate in the out of hours incident and press office rota when required.
- Role model inclusive and values-led collaboration, fostering trust, collaboration and accountability.
- Ensure that you follow and keep up to date with all relevant Notting Hill Genesis and statutory policies and related procedures including health and safety and financial regulations.
- Hybrid arrangements - at least two days a week in an office. On other days, working from home may be possible, depending on the work and the interaction required.

## All about you

### Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **manager** level.

### Essential knowledge, experience and skills including qualifications and professional membership

- Strong experience in public affairs, government relations, or political engagement delivering effective public affairs activities and programmes.
- Relevant recent experience gained in another in house role, an agency, the civil service or parliament. Experience within a regulated and complex environment is a bonus. Your experience need not have been in the housing sector but you will need to demonstrate a strong ability to apply relevant insights and learn quickly.
- Politically astute, an excellent communicator, and confident working with senior stakeholders.
- A strong grasp of the UK political landscape and a proactive, solutions-focused approach to stakeholder engagement.
- Experience managing casework, preparing briefings, and translating political developments into business insight.
- A collaborative and organised approach, motivated by the opportunity to make a meaningful impact.
- A critical thinker with an eye for detail and a radar for risk - able to scan the horizon, assess

risk from all angles, and anticipate potential reputational issues before they emerge.

- Deep understanding of the expectations and engagement requirements of all relevant stakeholders (MPs, Councillors, industry bodies).
- Ability to work across functions to create and deliver solutions that support NHG-wide goals and long-term business success.
- Digitally savvy, resilient, and agile - comfortable operating in a fast-moving regulated environment with constant political and media attention and scrutiny.
- Excellent stakeholder management skills, with experience advising senior leadership and cross-functional teams.
- Excellent written, verbal and visual communication skills, with the ability to distil complex issues into clear, compelling messaging.

#### **Desirable**

- Experience of media relations and crisis response.