

Public Affairs Officer

Level:	Grade 9
Team:	Strategic Services, Communications
Line manager:	Head of Brand and Communication
Responsible for:	N/A

About the job

- You'll be key to building and maintaining influential relationships with stakeholders including policymakers, government officials and industry influencers.
- You'll support us to position ourselves as the leading provider of homes with positive impact and help us to grow, providing more homes to more people, by building our brand awareness and reputation.
- You will act as a strategic advisor to the organisation, leading the development of our influencing strategy and guiding senior leaders on high-impact public affairs and reputational matters.

You'll be trusted to

- Lead the design and delivery of integrated public and external affairs strategies to shape policy, strengthen our influence and build brand equity at regional and national levels. Identify, build and develop relationships with key stakeholders, including local and national policymakers, think tanks, advocacy groups and industry bodies.
- Lead the development of high-quality briefing materials, consultation responses, policy positions, speeches and presentations for senior leaders, that are engaging and informative.
- Build and maintain high-impact relationships with key stakeholders, including policymakers, civil servants, think tanks, industry groups and sector leaders.
- Act as a strategic advisor to the Executive Leadership Team providing insight and counsel on political risks, opportunities and reputational matters.
- Proactively monitor political and policy developments—interpreting their relevance and providing clear recommendations to the business.
- Produce compelling and high-quality briefings, policy positions, consultation responses, speeches, and presentations for senior leaders and the Board.
- Shape and manage the external presence of Executive Team members, including strategic use of social media and thought leadership.
- Co-ordinate events and engagements with influencers and decision-makers.
- Work cross-functionally to embed a culture of strategic engagement and influence, acting as the organisation's subject matter expert on political risk, opportunity, and reputation.

- Represent the organisation at external forums, events and stakeholder meetings to promote our priorities and strengthen partnerships.
- Collaborate across departments to ensure aligned, confident and values-driven communications externally.
- Lead the organisation's presence at political or sector-specific events, such as party conferences or government-led roundtables.
- Support the development of internal understanding of political and policy contexts, delivering briefings and training where appropriate.
- Carry out any other duties as directed by the line manager that are appropriate to the grade and overall purpose of the job.

Who you'll work with

Internal: Vico Homes colleagues at all levels.

External: Board and committee members, Regulators, residents, partners, National Housing Federation, local authority sections and departments up to senior management level, MPs, elected members, voluntary organisations and other external stakeholders.

Our values

At Vico Homes our values drive us and run through everything we do. We're looking for someone to join us who can live those values like we do.

We are:



The Specifics

This section identifies the qualifications, skills and behaviours needed for an effective performance. Using these clarifies the personal qualities and workplace behaviours expected of the post.

Personal Skill Characteristics	Essential (Tick)	Desirable (Tick)	Method of Assessment (Code list below)
A degree in a relevant field such as Politics, Public Policy, Communications, Public Relations, or Journalism	✓		AF / CQ
Proven experience in a public affairs, policy or external relations role, ideally within housing, government or a related sector.	✓		AF / I
Strong understanding of the UK political and policymaking landscape, particularly as it relates to housing, regeneration and social policy.	✓		AF / I
Strong research and analytical skills with an attention to detail.	✓		AF / I
An excellent understanding and experience of reputation management.	✓		AF / I
Ability to develop and deliver influencing strategies that lead to measurable outcomes.	✓		AF / I
Excellent written and verbal communication skills, with the ability to translate complex information into compelling messages for diverse audiences.	✓		AF / I
Ability to write reports and provide executive summaries highlighting key findings and subsequent actions.	✓		AF / I
Experience advising senior leaders and managing reputational issues in a politically sensitive environment.	✓		AF / I
Experience of using social media strategically for professional and / or executive level profiles / pages.	✓		AF / I
Confident and experienced in building and maintaining strong relationships with key stakeholders.	✓		AF / I
Ability to work under pressure to meet tight deadlines, whilst maintaining high standards of quality.	✓		AF / I
Experience of creative approaches to evidence gathering and problem solving.	✓		AF / I
Experience of developing new processes, procedures and approaches to influencing.	✓		AF / I
Good presentation skills.	✓		AF / I
Commitment to equality of access to information and personal rights.	✓		AF / I
Commitment to user involvement in all aspects of work.	✓		AF / I

Personal Skill Characteristics	Essential (Tick)	Desirable (Tick)	Method of Assessment (Code list below)
Confident, methodical approach, able to influence and negotiate with people at all levels both internally and externally.	✓		AF / I
Experience of developing policies, procedures and processes.			AF / I
Ability to work as part of a team and individually.	✓		AF / I
Aware of and committed to equal opportunities and diversity.	✓		AF / I
The post holder may be required to work outside normal office hours on occasion.	✓		AF
Demonstrated ability to build a public affairs function from inception, including strategy, systems and stakeholder engagement.		✓	I
A postgraduate qualification in Public Affairs, Political Communications, or Housing Policy.		✓	AF / CQ
Hold a valid UK driving licence with daily access to a vehicle and the ability to travel throughout the Vico operating area as required by the business.		✓	AF / CQ

Key

AF - Application Form

I - Interview (this may include a presentation and occupational test where appropriate)

CQ - Certificate of Qualification