

Role profile

External Affairs Manager

Directorate:	Member Services
Reporting to:	Head of Member Relations
Responsible for:	Responsible for relationship management of a specified cohort of NHF members and the implementation of structured programmes of member engagement
Location:	Homeworker in the East of England or South East, with some national travel
Grade:	3

Overall purpose

To be the key interface for the NHF with our members ensuring high levels of member satisfaction and retention. You will be responsible for developing brilliant relationships with housing associations leaders, using your well-developed communication and advocacy skills to maximum effect.

You will use your knowledge, insight and understanding of housing associations to shape our policy and influencing work and to create structured programmes of member engagement on critical policy issues, which support our members to deliver their social purpose.

Specifically, you will relationship manage a defined group of housing associations with shared characteristics, taking responsibility for ensuring they receive first class customer service on the issues which matter to them. You will lead the creation of structured member engagement bringing together those members to influence policy, engage key stakeholders and share best practice.

Reflecting the NHF's important regional structure, you will also be the key contact point for at least one regional chair and facilitate the organisation of the attached regional chief executive or leaders forums and sounding boards.

In addition to your account management responsibilities, you will work strategically with colleagues in a collegiate and collaborative way to project manage and deliver a programme of member engagement on a key NHF policy priority, working with members across every region and specialism. In this role, you will play a critical role in ensuring that diverse regional perspectives are understood and reflected throughout our policy and lobbying work.

Your role will be to implement structured member engagement to ensure our policy priorities, positions and influencing work are member-led. This will include working directly with members to inform our policy positions and lead our influencing work.

You will influence debates at the highest level and you will spot in advance and act to mitigate the risk. As such, this role requires a high degree of political and organisational nous.

Whilst understanding and recognising that member retention is our primary business risk, you will be alive to wider partnership possibilities and will work with colleagues in our Commercial and Events teams to maximise commercial opportunities.

Responsibilities

- To relationship manage a cohort of specified members to maximise member satisfaction and retention through ensuring they receive the very best customer service from the NHF.
- To design and implement structured member engagement programmes to support the members you account manager to shape the NHF's policy and influencing work, access NHF services and to inform the NHF's overall business plan and activities.
- To be the interface and liaison between the NHF and at least one regional chair by supporting the delivery of at least quarterly chief executive forums or leaders forums and sounding boards/regional committees, as necessary.
- To project manage and deliver a programme of member engagement on a key NHF policy priority, working collegiately with NHF colleagues to engage members across every region, size band and specialism (as appropriate).
- To be the face and voice of the NHF with members, stakeholders and the media.
- To ensure that as an organisation we deliver as a whole team, seamlessly, to members to achieve greatest impact in line with the business strategy.
- To maintain high quality standards and follow NHF policy and process.

People focus
Communication and influencing
Has credibility and gravitas with audiences at all levels, both internally and externally, due to style and content of communication.
Collaborating with others
Has an insight into the work of the others throughout the NHF; adapts own work accordingly.
Proactively creates and maintains a strong network of relationships throughout the NHF, within member organisations and with external partners and stakeholders.
Identifies opportunities to share knowledge and information throughout the NHF and externally where appropriate.
People leadership
Has a clear oversight of a number of complex projects and programmes of work; is able to identify quickly where intervention or performance management is required.

Setting direction
Seeing the bigger picture
Seeks to understand how services and activities throughout the NHF mesh together to produce value and achieve outcomes for members.
Considers own team's activities only as part of a wider whole, never as a strand-alone project.
Places higher emphasis and priority on activities which support core NHF goals and de-prioritises non-core activities. Will need to demonstrate flexibility and adaptability and the ability to see the bigger picture.
Analysis and decision making
Able to summarise complex information effectively to aid decision making.

Understands where decision-making responsibility should lie within the team to ensure that the best decisions are made and that decisions are made in the most efficient and effective way.
Planning
Clearly understands, has insight into and can draft complex plans for the delivery of multiple projects or programmes of work.

Achieving results
Delivering results
Adopts clear and systematic processes for managing the performance and delivery of own and others' work.
Drive and personal effectiveness
Visibly values a positive, energetic and flexible approach to work.
Demonstrates active support and enthusiasm for the strategic goals of the NHF.
Copes effectively with the pressures and challenges of stretching goals.

Technical expertise and knowledge	
Technical expertise	<p>Essential</p> <ul style="list-style-type: none"> • Excellent presentation skills and ability to effectively convey messages through a full range of media. • Excellent project management skills and abilities. • Has a track record of operating at a senior level-with directors and chief executives, leaders, councillors and lead officers.

	<ul style="list-style-type: none">• Understanding of the effective use of CRM systems to inform and deliver high quality member engagement. <p>Desirable</p> <ul style="list-style-type: none">• Has knowledge and experience of the housing sector.• Has experience of working within a membership environment.• Media experience.
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February 2021

TERMS AND CONDITIONS

Salary

London - £43,795 per annum + Excellent Benefits **National** £39,900 per annum + Excellent Benefits

Contract

Permanent

Hours of Work

This role is a 35-hour week.

Probationary Period

This post is subject to a six-month probationary period.

Annual Leave

The holiday entitlement is 27 days plus three days paid holiday leave to only be taken between Christmas Day and New Year's Day inclusive, public holidays are in addition.

Occupational Sick Pay

The entitlement to sick pay is service-related, starting with one month's full pay during the first year of service and rising to six months full pay after 5 years' service.

Pension Scheme

We offer a membership of a defined contribution pension scheme with the Social Housing Pension Scheme (SHPS). The minimum employee contribution rate is currently 3%. The Federation's contribution rate is 2% higher than the employee up to a maximum Federation contribution of 8%.

To find out more about SHPS website, where further details can be obtained.

<http://www.thepensiontrust.org.uk/TPT/SHPS/Homepage.htm>

Private Health Care

The Federation will pay for you to become a member of the AXA PPP, allowing you to benefit from early diagnosis of medical conditions, access to surgery and complementary medicine e.g. physiotherapy. You may also opt to pay for your partner and/or children to become members too.

Tax-Free Childcare

You will be entitled to sign up to the Government's Tax-Free Childcare (TFC) scheme. Sign up at www.childcarechoices.gov.uk/

Interest Free Loan – Season ticket

We provide interest free loans to pay for annual season tickets for travel to and from work.

Cycle to Work scheme

We offer a tax free cycle to work scheme, which allows savings on the cost of a new bike, clothing and accessories for employees wishing to cycle to work for all or part of their journey. You can sign up at specific times of the year.

Place of Work

London / Bristol / Manchester

Homeworker in the East of England or South East, with some national travel.

Learning and Development

The National Housing Federation is looking for a candidate, with the appropriate skills and experience to fulfil this role. In return we provide an excellent working environment. The Federation has an organisational development programme which provides individuals with training and support to develop their skills. We also actively encourage individuals to participate in corporate project groups and development centres. We support individuals to undertake professional development and personal study, whilst encouraging a culture that supports a work-life balance for its staff.

Behavioural Standards

Carry out the work of this post in line with Federation policies, statutory requirements and responsibilities, corporate and professional standards including the Federation's competencies framework.

Equality and Diversity

The Federation is proud to be an equal opportunity workplace and we value the contribution each individual makes to our work. We are committed to ensuring our workforce reflects the diversity of the society in which we live and encourage applications from people of all different backgrounds, regardless of all protected characteristics or social background.