



Job Description

Job Title: Head of Public Affairs and Stakeholder Management

POSCODE: CCC0273

Grade: P5

Overall purpose of the job

The Greater Cambridge Partnership (GCP) delivers long term sustainable and inclusive economic growth through a series of initiatives, particularly those aimed at improving transport and connectivity across the Greater Cambridge area.

The Head of Public Affairs and Stakeholder Management is the strategic lead for all stakeholder engagement and public affairs activity across the Greater Cambridge Partnership (GCP). This pivotal role oversees the full spectrum of communications functions, ensuring the effective delivery of:

- Communications strategy and planning
- Media and external relations
- Public affairs
- Change and programme communications
- Campaigns and marketing
- Brand management
- Internal communications
- Crisis and emergency communications
- Stakeholder engagement

As the senior professional adviser on communications, the role provides expert guidance to the GCP Chair, Executive Board, Joint Assembly, and Management Team. The role is responsible for shaping and driving innovative, high-impact communications and engagement strategies that support the GCP's objectives and enhance its reputation locally, regionally, and nationally.

Stakeholder engagement is a core function of the GCP, and this role carries significant autonomy and influence to represent the organisation's interests across a wide range of forums. The post-holder will foster a culture of excellence, professionalism, and continuous improvement, ensuring the highest standards are consistently delivered across all communications and engagement activities.

Main accountabilities

Please list the accountabilities in descending order of priority. Please include 6-9 accountabilities.

	Main accountabilities
1.	Strategic Communications Lead the development and implementation of a comprehensive strategic communications and engagement strategy that supports the GCP's vision, ambitions, and delivery of its strategic objectives.



	<p>Shape and evolve the GCP's communications approach, setting the tone and direction for all external and internal messaging. Ensure communications are benefit-led, aligned with strategic goals, and consistently high quality.</p> <p>Build and maintain trusted relationships with media outlets to secure positive, consistent coverage of GCP programmes. Proactively manage reputational risks, lead crisis communications, and respond effectively to emerging issues.</p> <p>Collaborate closely with Policy and Programme Teams to ensure all communications, public affairs, and engagement activities are accurate, timely, and strategically aligned.</p> <p>Provide expert communications advice to elected members, senior officers, and staff, fostering effective cross-sector and cross-party collaboration.</p> <p>Champion inclusive engagement by ensuring stakeholders have meaningful access to the democratic process, in line with statutory and regulatory requirements.</p> <p>Establish, protect, and enhance the GCP's corporate identity, strengthening its reputation and public profile across all platforms and audiences.</p>
2.	<p>Public Affairs</p> <p>Develop and deliver targeted public affairs, engagement, and campaign strategies to influence government, industry leaders, and key stakeholders in support of the GCP's strategic agenda.</p> <p>Lead the implementation of a robust stakeholder engagement strategy that ensures meaningful involvement in GCP schemes throughout all stages of design, development, and delivery.</p> <p>Ensure timely, accurate, and accessible communication of GCP updates across appropriate channels, encouraging dialogue and feedback from stakeholders and the wider public.</p> <p>Build and maintain a trusted network of communications and public affairs professionals across the region to support collaborative working and amplify GCP messaging.</p> <p>Support officers in briefing central government, MPs, and key opinion formers with strategic updates on progress, challenges, and risks to delivery, ensuring the GCP's voice is heard at the highest levels.</p>
3.	<p>Service Delivery</p> <p>Design, implement, and evaluate a forward-looking programme of integrated marketing and communications activity to raise public awareness, build confidence in GCP initiatives, and support successful delivery. Collaborate closely with partner organisations to ensure alignment and consistency of messaging.</p> <p>Clearly articulate the purpose and benefits of the GCP programme, ensuring they are well understood by stakeholders and the public, and positioned within the broader county and regional policy context.</p> <p>Deliver communications activity within agreed resources, ensuring budgets are effectively managed, performance targets are met, and opportunities for cost efficiencies are regularly identified and pursued.</p>



4.	Consultation <p>Lead the planning and delivery of the GCP's forward programme of public consultation and engagement, ensuring all activities comply with legal and regulatory requirements, including the Gunning Principles.</p> <p>Implement a proactive stakeholder engagement strategy that enables meaningful participation in GCP schemes throughout all stages of development, from concept to construction.</p> <p>Ensure GCP information is communicated clearly, consistently, and accessibly across all relevant channels, encouraging feedback and fostering two-way dialogue with stakeholders and the public.</p>
5.	Leadership <p>Provide strategic leadership and direction for all communications and engagement activity across the GCP programme, working collaboratively with partner organisations to ensure alignment and impact.</p> <p>Lead and develop a high-performing, multi-disciplinary communications team, fostering a culture of professionalism, innovation, and continuous improvement.</p> <p>Act as a trusted adviser to the GCP Executive Board, Joint Assembly, Senior Management Team, and political leaders, offering expert guidance on internal and external communications.</p> <p>Coordinate communications, community engagement, marketing, and promotional activity across partner organisations and suppliers to ensure consistency, quality, and strategic alignment.</p> <p>Champion the GCP's profile and influence locally, regionally, and nationally building recognition among peers, stakeholders, and decision-makers across the UK.</p>
6.	Democratic Support <p>Support officers in providing timely, accurate, and strategically framed updates to central government, elected representatives, and key opinion formers on the progress of GCP programmes, highlighting achievements, risks, and potential barriers to delivery.</p> <p>Ensure communications reinforce transparency, accountability, and alignment with democratic processes, helping to build trust and confidence in the GCP's work.</p>
7.	Equality, Diversity and Inclusion <p>Demonstrate an awareness and understanding of equality, diversity and inclusion.</p>
8.	Net Zero <p>Ability to contribute to our commitment of becoming a Net Zero organisation by 2030.</p>



Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

Qualifications Required	Subject	Essential/Desirable
Degree level qualification or substantial relevant experience.	Strategic Communications	Essential
Relevant professional qualification	CIPR, CIM or similar	Essential

Minimum levels of knowledge, skills and experience required for this job

Identify	Describe	Essential/Desirable
Knowledge		
Strategic Communications	Knowledge of developing and delivering internal and external communications, marketing, and engagement strategies aligned to strategic objectives.	Essential
Digital Communications	Deep understanding of digital channels and tools for delivering advice, information, services, and communications.	Essential
Communication Tools	Knowledge and application of a wide range of communication tools, including digital and social media, tailored to diverse audiences.	Essential
Political Awareness	Politically aware and able to offer advice within the appropriate operating context while maintaining neutrality.	Essential
Corporate Identity	Understanding of brand management and corporate identity to enhance reputation and public profile.	Essential
Democratic Engagement	Knowledge of statutory and regulatory guidance for stakeholder access and participation in democratic processes.	Essential
Financial Management	Understanding of budget management, procurement, and identification of efficiencies.	Essential
Event Management	Knowledge of planning and delivering events to support engagement and communications.	Essential



Skills		
Public Affairs Strategy	Develop and deliver targeted public affairs, engagement, and campaign strategies to influence government, industry leaders, and key stakeholders.	Essential
Stakeholder Engagement	Lead the implementation of a stakeholder engagement strategy that ensures meaningful involvement throughout scheme design and delivery stages.	Essential
Communications & Feedback	Ensure timely, accurate, and accessible communication of GCP updates across appropriate channels, encouraging dialogue and feedback.	Essential
Professional Network	Build and maintain a trusted network of communications and public affairs professionals across the region to support collaborative working.	Essential
Government Relations	Support officers in briefing central government, MPs, and key opinion formers with strategic updates on progress, risks, and delivery challenges.	Essential
Experience		
Senior Leadership	Extensive experience at senior management level in public relations within complex or high-profile environments.	Essential
Strategic Planning	Demonstrable leadership experience in business and service planning.	Essential
Communications Strategy	Proven experience of developing and implementing successful communications and engagement strategies.	Essential
Stakeholder Engagement	Confident in engaging with stakeholders at all levels including elected members, media, public, and suppliers.	Essential
Political Environment	Experience of working in a political environment and advising elected members.	Essential
Team Leadership	Proven experience of leading and developing high-performing communications teams. understanding of how to maximise funding to meet strategic objectives, including	Essential



	identifying innovative approaches to resource use.	
Partnership Working	Experience of operating within a collaborative partnership environment.	Desirable
Relationship Building	Proven ability to foster positive relationships with team members, councillors, and external partners.	Essential
Media and Presentation	Ability to prepare concise media releases, presentations, and reports, and contribute effectively to senior-level meetings.	Essential

Disclosure level

What disclosure level is required for this post?	None	Standard
	Enhanced	Enhanced with barred list checks

Work type

What work type does this role fit into? (tick one box that reflects the main work type, the default work type is hybrid)	Fixed	Hybrid	Field	Remote	Mobile
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