

# Corporate Affairs Director



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# Overview

**Title:** Corporate Affairs Director

**Salary:** Competitive, based on experience

**Reports to:** Helen Dickinson (Chief Executive Officer)

**Location:** London-based hybrid working

**Purpose:** This is a pivotal role, working closely with the CEO and the Executive team, to shape and amplify the BRC's message, influence government policy, and champion the industry.

**Interviews:** Commence w/c 4<sup>th</sup> August

## Links:

- [British Retail Consortium Website](#)
- [Buy Into Retail Campaign](#)

# Our Team



**Alec Zetter**

**Founding Partner**

Alec has a decade's experience recruiting the very best policy, public affairs and communications professionals in the UK.

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**James Green**

**Founding Partner**

James has over a decade's experience in corporate affairs recruitment, specialising in appointing the best communications talent in the UK.

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# About the BRC

The BRC is the trade association for UK retail. The industry is diverse, dynamic and includes retail brands, brand manufacturers who sell direct to consumers, and covers many innovative business models, from in-store and digital to rental, repair and re-use.

Retail is the 'everywhere economy', a vital part of the socio-economic fabric of the UK. It's 5% of GDP, our largest private sector employer with 3 million direct jobs and 2.7 million more in the supply chain and through its scale and reach, helps support delivery of government policy.

Over 200 major retailers and brands are members of the BRC, with thousands of smaller retailers represented by their trade association members. Together, these businesses operate across all channels and categories and deliver over £450 billion of sales per year.

The BRC's mission is to make a positive difference to retail and its customers and the community, today and in the future. They do this by influencing change and delivering value to their members. They care about investment and innovation, a thriving workforce and reducing the industry's environmental impact.

As the voice of the industry, the BRC use their expertise to influence government policy, develop exceptional retail leaders and provide insight and market intelligence through our communities and networks. Their work helps retailers trade competitively, ethically, legally, safely and sustainably.



# Role Purpose

This a challenging role given the breath of regulatory issues that affect retail.

At any point in time, the BRC will have two or three high profile campaigning objectives, other important influencing objectives and a plethora of other areas being dealt with by the policy teams which may require public affairs and/or communications input.



The BRC is seeking a highly experienced and dynamic Corporate Affairs Director to lead its campaigns, public affairs, communications, and stakeholder engagement efforts.

This is a pivotal role, working closely with the CEO and the Executive team, to shape and amplify the BRC's message, influence government policy, and champion the industry. This position offers a close working partnership with the CEO and the wider Executive Team on strategic initiatives. The role is based at the BRC's London office, The Form Rooms.





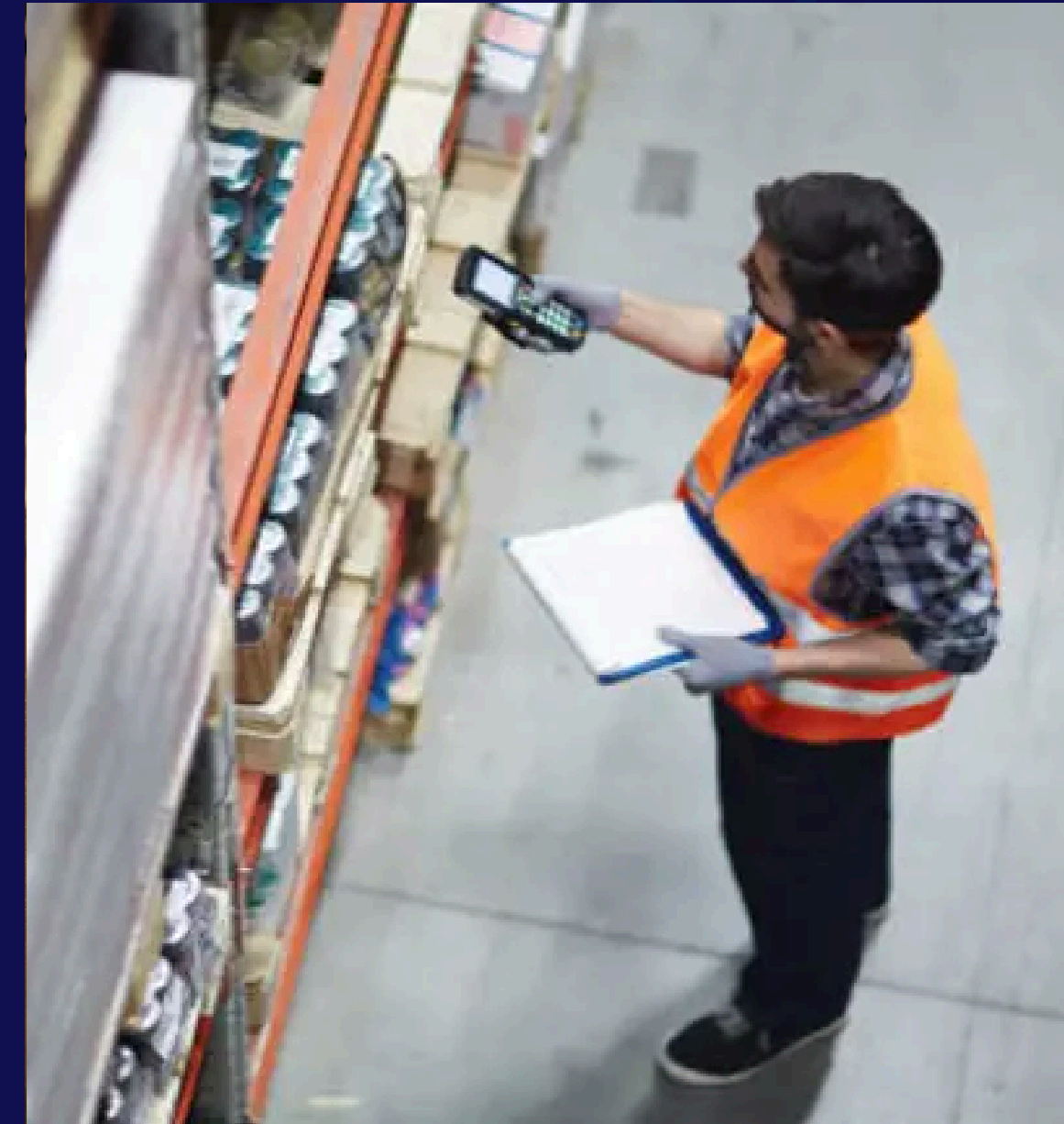
# Key Responsibilities

## Campaigning:

- Shape, lead and deliver high profile outcome driven campaigns on the priority issues that industry faces, identifying key stakeholders, mobilising members around the strategy, clearly set objectives and narrative and forward plans.

## Public Affairs & Policy Advocacy:

- Lead/co-ordinate the BRC's ongoing engagement with government, policymakers, and parliamentary bodies on high impact retail issues to drive the BRC's advocacy efforts to promote policies that support retail investment, growth, job creation, and a fair-trading environment.
- Build and maintain strategic political engagement through ongoing lobbying and influential relationships with government ministers and departments.
- Collaborate with internal teams and external partners to leverage research, data, and industry insights in policy discussions.
- Support internally on other policy influence outside campaigns/high priority issues.



# Key Responsibilities (ctd.)

## Strategic Communications & Executive Profiling:

- Develop and execute comprehensive communication strategies to advance the BRC's agenda and enhance the profile of the CEO and the BRC across various platforms, including traditional media, social media, and public speaking engagements.
- Work closely with the CEO on her messaging, preparing her for media appearances, and supporting her in influencing government and other key stakeholders.
- Oversee the BRC's digital presence, ensuring effective use of platforms like LinkedIn for thought leadership and dissemination of key messages. Develop a strategic approach for the BRC's engagement to monitor discussions, amplify messages, and engage with key political figures in real-time.

## Stakeholder Engagement & Relationship Management:

- Own, develop and maintain strong relationships with corporate affairs, comms, and public affairs leads at our members, with editors and journalists, political advisors, network of parliamentarians and other relevant stakeholders.
- Represent the BRC in the media, at key industry events, roundtables, and discussions.



# Key Responsibilities (ctd.)

## Reputation Protection:

- Proactively identify and manage potential reputational risks and challenges facing the industry, including issues like retail crime and cybersecurity incidents.
- Develop and implement crisis communication plans as needed.

## Leadership & Management:

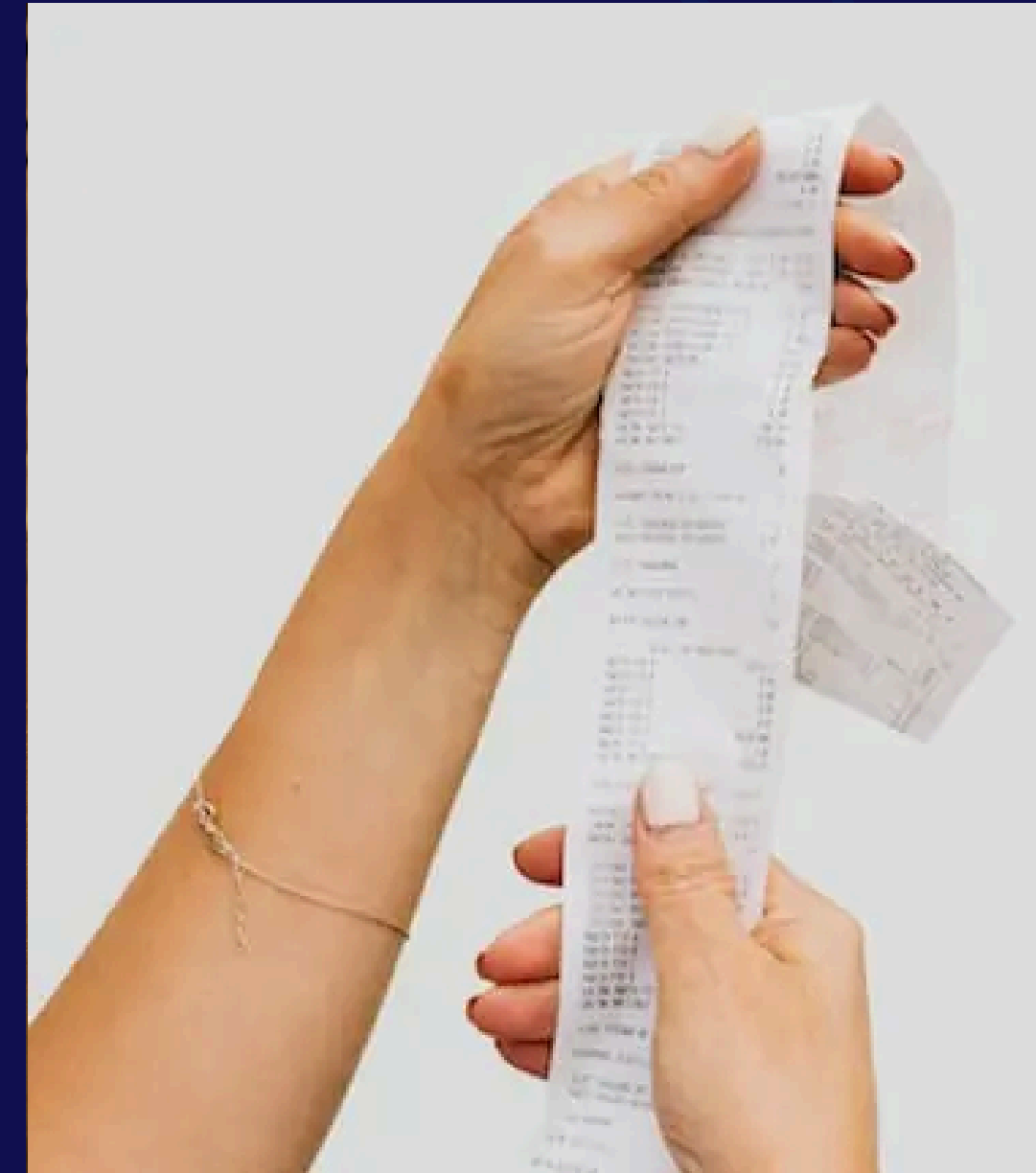
- Lead and mentor a corporate affairs team, fostering a high-performance culture focused on achieving the BRC's strategic objectives. This team includes four colleagues in the Devolved Nations.





# Skills & Industry Experience

- Proven ability in campaigning, influencing government, regulatory bodies, and policymakers at senior levels to deliver regulatory change/change government policy.
- Ability to translate complex policy issues into compelling campaign narratives.
- Expertise in designing and leading high impact, multi-channel public affairs and advocacy campaigns.
- Comfortable leading and influencing collaborative campaigns.
- Excellent knowledge of the workings of the UK government.
- A deep understanding of political processes, legislative cycles and policy development.
- Interest in and awareness of current business issues and related policy areas..
- Strong understanding of reputational drivers and ability to navigate sensitive public and/or political issues.
- Experience managing reactive and proactive strategies around issues impacting the retail sector.
- Skilled at integrating public affairs with corporate communications, media relations, and brand positioning and aligning messaging across external audiences.



# Skills & Industry Experience (ctd.)

- Knowledge of media strategy, digital campaigning, and stakeholder CRM tools.
- Ability to advise and influence C-suite leaders, Boards, senior members and partners.
- Experience of leading a high performing team.
- Outstanding project management, ability to prioritise and attention to details.
- Excellent written and oral communication skills.
- Degree or postgraduate qualification in politics, public policy, communications or related field.

The successful candidate will have a background in a similar role, either in-house or within a consultancy environment, preferably within a related sector.







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