

Role Profile & Person Specification

Job Title:	Policy Manager
Department:	Membership Products and Services
Location:	tbc
Role reports to:	Head of Membership Products and Services

Role Profile

Purpose of Role

To work collaboratively across the business to create and maintain a clear policy strategy, aligned to government ambitions and sector transition.

Take the operational lead to implement the IMI policy strategy, in line with research and influencing activities.

To gather and present policy related insight from the 3 core sectors IMI operate in: professional body, automotive and education, to support decisions on where IMI direct any lobbying activities. Whilst providing insight to shape future products and services.

To work closely with the EDT, SMT, communications and public relations functions, ensuring access to key influencers and decision makers across the 3 core sectors, including targeting membership acquisition of key individuals.

To liaise closely with trade press, communications and public relations functions, keeping the key messages in front of the IMI community, including web and social media activities, to place IMI as the source of opinion when it comes to the future of individual skills in the automotive sector.

Key Responsibilities:

Insight and Influencing (60%)

- Lead the IMI's policy, parliamentary and related campaign work, including the importance of EDI and raising the profile of IMI TechSafe™
- Lead on and respond to government, sectoral and educational consultations
- Carry out regular monitoring of external policy & research developments in the automotive sector, including but not limited to, working arrangements, consumer demands, vocational education, apprenticeships, Brexit, employment etc
- Gain access to key influencers, to conduct lobbying activities with support from EDT/SMT and other stakeholders
- Create opportunities for member/industry consultation on important issues
- Liaise in the design, collection and dissemination of survey research
- Proactively support and brief all relevant IMI stakeholders on policy developments as required

Reporting and Communication (20%)

- Coordinate and submit briefings, reports and consultation responses with the relevant team members to government and parliamentarians and other key stakeholders to ensure that the IMI are proactive in responses

- Liaise with the communications and public relations functions, to create opportunities for coverage of key IMI priorities and help coordinate IMI responses

General (20%)

- Attend policy and research meetings, noting actions to prepare short briefings on work carried out by the IMI on behalf of the sector for member communities and stakeholders, and draft summary reports
- Continue to keep abreast of up-to-date research methodologies and approaches, identifying gaps in IMI evidence base and ensure that research supports the policy and advocacy work required
- Monitor relevant publications and internet content, identifying policy & research opportunities that will strengthen the IMI's advocacy and lobbying position
- Undertake other relevant duties within the overall scope of this post as may be required by the line manager

Key Performance Indicators:

- Clear policy strategy in place and maintained
- Improved access to key influencers to support lobbying activities
- Strong levels of insight, that support the development of IMI products and services
- Key input to communications and public relations messaging
- IMI sought for advice and guidance, regarding individual skills in the automotive sector

Key Relationships:

- Reporting to Head of Membership Products and Services
- IMI CEO
- IMI Research Manager
- IMI Regulation Manager
- Liaising and working with IMI communications and public relation functions, to ensure member communities remain informed of policy related activities
- Trade press
- Providing insight to operational teams
- Team briefing meetings with EDT and SMT
- Meetings with high profile external stakeholders to help lobbying and influencing activities

Job Context:

- The job-holder reports to Head of Membership Products and Services

Job Dimensions:

- Job holder operating level Function Manager
- Operates as a self-sufficient manager with high level of responsibility & authority within role
- Proactively identifies how procedures & policies can be adapted to better suit the needs of the organisation
- Responsible for implementing/delivering relevant parts of business plan/strategy
- Constrained by Company policies and precedents
- Comprehensive theoretical and practical knowledge required to be effective (usually attained through theoretical training or built up over a number of years of experience)
- Communication involves high level of negotiation/persuasion or advising/guiding/influencing using specialist knowledge

- Work is guided by standardised procedures and a good understanding of dept operations is required to be effective. Has authority to resolve normal problems/situations
- Standard performance attained by appropriate on the job training
- Requires minimum supervision/guidance in non-routine situations
- Communication involves transfer of factual information and/or explanation
- Job-holder has no direct line reports

Authority Level:

Financial:

All spend will be in agreement and within guidelines from the Head of Membership Products and Services

Operational:

Makes decisions in the best interest of the IMI and key stakeholders, keeps Head of Department informed of progress and any challenges, or risks

Person Specification

Essential Knowledge & Experience

- Good working knowledge of political processes (UK/EU), a high awareness of the domestic and international political context, and a firm grasp of key public policy issues affecting the professional body, automotive and education sectors
- Understanding devolved nations' skills strategies
- Government policy and current transformations within the apprenticeship and vocational skills sectors
- Demonstrates gravitas, to undertake lobbying activities, including internal and external representation and working-level engagement for the IMI as required
- Demonstrates clear decision making skills under pressure and consideration of complex information
- Capable of rapid mastering of new subjects, and the development of ideas.
- First class research and intelligence gathering skills
- Strong interpersonal skills and ability to work across team and department boundaries and in co-operation and partnership with other organisations and senior stakeholders
- Strong analytical skills – ability to understand and interpret complex policy documents and statistical data
- Good prioritising and self- management skills to work effectively alone as well as part of a team
- The interpretation and identification of key legislation, government announcements and trends and using the political process across the four nations to realise organisational objectives

Desirable Knowledge & Experience

- Working knowledge of the governments across the devolved nations, England, Scotland, Wales and Northern Ireland
- Working knowledge of a professional body
- Working knowledge of the automotive sector
- Working knowledge of the education sector

Required Competencies

- Development of evidence based positions on areas of public policy
- Working in a professional capacity to influence public policy change
- Working across an organisation
- Experience of policy development, including analysis, writing policy briefings, publications and campaign material
- Evidence of networking and forming and maintaining alliances with influential individuals and organisations
- Gravitas, as a skilful verbal and written communicator
- Attention to detail, logical and able to plan/schedule
- Highly organised with the ability to deal with multiple projects on an on-going basis and meet deadlines
- An enthusiastic and proactive person who can work alone on own initiative, but also within a busy team and under pressure

Essential Qualifications:

- Bachelor's degree (BSc, BA or equivalent) in a relevant field or proven professional experience in UK Policy, Public Affairs, and Public policy development

Desirable Qualifications:

- Member of a Professional Body

Other Requirements

- Occasional UK travel, sometimes overnight as required