

Job information pack

Public Affairs Manager



How to apply

1. Email recruitment@sustainweb.org including:

- **Your CV**

Please label the file in the format '*CV-your-full-name*'.

- **Your supporting statement (covering letter)**

Detail in 500 words how you meet the person specification requirements of the role. Label as '*Statement-your-full-name*'.

2. Complete the [recruitment form](#)

We will only accept applications where a CV, supporting statement and completed recruitment form has been received.

Timeline

- **Application closing date:** Friday 11 July 2025, 9am.
- **First stage interviews:** Will take place (via Zoom) on: Tuesday 22 July (pm) and Wednesday 24 July (am) 2025.
- **Second stage interviews:** To take place in person (London office) on Friday 1 August 2025.

The successful candidate is expected to be in post September 2025 (depending on notice period). Early applications are encouraged.

For any queries, please contact our recruitment team at recruitment@sustainweb.org

A fair wage, a fair chance, diversity, equality and inclusion

We're working hard to create an inclusive culture, where everyone feels they belong. It's important that our people reflect and represent the diversity of the communities and audiences we serve and we value lived experience, transferrable skills and a learning mindset. If you're excited about this role but you don't meet every requirement in the job description, we encourage you to apply anyway if you have other experience and skills which are transferrable. Sustain is an accredited Living Wage employer and participates in

a disability confident scheme.

This scheme provides an enhanced opportunity for interviews, although it does not guarantee one due to the high volume of applications.



A helpful guide to applying for roles

We want you to have the best chance of applying for roles, and we know that having a helping guide can make a real difference. We are therefore happy to recommend a comprehensive step-by-step [guide to applying for jobs compiled by Indeed](#).

Job Title:	Public Affairs Manager
Division:	Public Affairs team, Policy and Advocacy
Reports to:	Director of Policy and Advocacy
Accountable to:	Director of Policy and Advocacy
Hours of work:	Full-time (35 hours / 5 days per week) to be worked flexibly in accordance to the needs of the charity and external meeting or event schedules. Occasional early morning and evening work is expected on a time off in lieu basis. Sustain will consider flexible working applications as per statutory legislation.
Place of work:	<p>The Green House 244-254 Cambridge Heath Road London E2 9DA</p> <p>The role is office-based in Cambridge Heath, London.</p> <p>There will be a requirement for considerable travel to attend events, meetings and activities in London, especially Westminster, including occasional events across the UK (such as party conferences and alliance events).</p> <p>The role-holder should be based within a reasonable commute from Central London, at their own expense. Travel expenses outside of London will be arranged and paid in accordance with the charity's policy.</p>
Salary and remuneration package: (range, pension, annual leave, etc.)	<p>£52,002</p> <p>5% workplace pension matching contribution, auto enrolment rules apply.</p> <p>For a full-time worker: 20 days' Basic Annual Leave + public holidays + 3 days of office closure between Christmas and New Year. (Total of approx. 31 days)</p> <p>Enhanced annual leave rises annually by 2 days to a top limit of 36 days for combined time off.</p> <p>Non-contractual benefits include Employee Assistance Programme, Cycle to Work scheme and access to discounts through signing up to CSSC membership.</p>

Summary of position

The Public Affairs Manager is a key leadership role at Sustain, working across several policy, campaign and advocacy themes. The role entails working with Sustain leadership and campaign leads to build relationships and raise the profile of Sustain with MPs, Peers, policymakers and influential organisations across the UK to advance Sustain's policy goals. This involves building support for Sustain's change agenda with parliamentarians and delivering activities to influence the government to deliver policies that will drive change for better food and farming in the UK.

Collaboration with campaigns, communications and project teams along with alliance members is vital to ensure timely engagement and evidence-based advocacy. The position also involves coordinating efforts with public affairs professionals in member organisations and allies to strengthen shared initiatives aimed at changing the UK food and farming system for good. The role's focus will shift according to policy priorities in food and climate, children and farming at any one time, and in line with changes in funded projects and external factors, such as the windows of opportunity in the policy environment and political cycle.

Primary responsibilities and key performance areas

Parliamentary and government relations

- Lead the development of strategic public affairs priorities.
- Increase our profile and influence and plan the organisation's programme of public affairs activities (in liaison with issue leads).
- Build and maintain relationships with MPs, Peers, political advisors, committee clerks, parliamentary staff, civil servants, and with other influential stakeholders, institutions and organisations.
- Represent the charity at parliamentary and alliance events and support other staff colleagues to do so.
- Support MPs working on food and farming issues with policy messages, evidence and communications for parliamentary debates, written and oral questions and committee inquiries (in liaison with issue leads).
- Plan and deliver joint influencing activities with member organisations and allies, such as convening advocacy meetings, producing joint reports, briefings and media work, and parliamentary events.
- Conduct political stakeholder mapping and maintain Sustain's parliamentary and influencing records.
- Provide public affairs advice, support and undertake activity to advance Sustain's change agenda at devolved nation, local authority and mayoral levels.

Internal and external collaboration

- Work closely with the campaigns, communications and other teams to align public affairs work with organisational priorities.
- Provide political insight and advice to the wider team to inform strategy and public messaging.
- Provide strategic political insight to the alliance and support alliance members in navigating the political landscape and facilitate collaboration between alliance members to align messages and coordinate advocacy activity.
- Convene alliance spaces and/or participate in policy working groups and contribute to improving the capability of the alliance to influence its priority policy change agenda.

Communications and events

- Produce outputs for policy audiences such as letters, public communications, evidence submissions and briefings, and ensure effective distribution.
- Contribute to Sustain's use of strategic communications to shape the policy environment on food and farming issues.
- Support the Chief Executive, Director of Policy and Advocacy and other colleagues in preparing for meetings, political media interviews, committee appearances, and other public speaking engagements.
- Contribute to Sustain's output of newsletters, news stories and other products, and develop a specific product for parliamentary audiences.
- Organise policy-focused events, including parliamentary receptions, briefing sessions and stakeholder roundtables.
- Oversee an impactful and high-profile party conference programme.
- Contribute to Sustain's online and offline events programme such as our Annual Conference.

Monitoring, evaluation and learning

- Manage political monitoring and identify potential engagement opportunities from tracking parliamentary activity and government plans announcements.
- Ensure evaluation of public affairs activity and generate learning so that Sustain can prove and improve its influencing effectiveness.
- Support our members to evaluate likewise and refine their political engagement approach based on evaluation and learning.

Organisational development

- Contribute to the fundraising and income generation efforts of the charity with an emphasis on our influencing capacity in bids mostly led by other roles.
- Contribute to the implementation of Sustain's Organisational Development Plan, including influencing, and learning and development for the wider staff team and alliance, particularly on public affairs and advocacy.
- Contribute and implement the Equality, Diversity and Inclusion theme of the Organisational Development Plan.

Line management and pastoral support

- Recruit and manage staff, volunteer(s) and/or or paid intern(s) to the public affairs function as funds become available.
- Manage workload, development and performance of direct reports.
- Provide pastoral support to direct reports, with the assistance of HR where required.

Note: *This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the charity. The post-holder will be expected to participate in this process and we would aim to reach agreement on any changes.*

Person specification and competencies

(E) = Essential (D) = Desirable

Qualifications and training

- N/A

Knowledge

- A good working knowledge of **parliamentary procedure**. (E)
- Demonstrable experience of achieving (or contributing to) **advocacy** that achieved change in policy or practice. (E)
- Demonstrable understanding of campaign, advocacy and influencing approaches, tools and tactics. (E)
- Understanding of the policy development processes. (E)
- A working knowledge or personal interest in healthy, fair and **sustainable food and farming**, including the food-related policy landscape. (D)
- Familiarity with **devolved and local government** policy processes. (D)

Skills and abilities

- **Strong networking and relationship-building skills** with the ability to engage stakeholders at all levels. (E)
- **Good time management skills** to be able to manage multiple workstreams across different teams with competing deadlines. (E)
- Able to successfully **understand and work through complex issues** to deliver high quality work in a fast-paced policy environment. (E)
- Strong **written and verbal communication skills** in English, with the ability to produce persuasive briefings and engage confidently and diplomatically when dealing with a complex range of important and senior stakeholders. (E)
- **Report writing skills** with a focus on writing a range of reports for a wide audience. (E)
- Ability to use **Office technology**: Microsoft suite, email, email marketing and event management software, public affairs and political monitoring platforms, smart phones, social media, survey software, and other associated technology linked to the role. (E)

Experience

- Experience of **networking and relationship building** with parliamentarians and party decision-makers to achieve change. (E)
- Experience in **public policy, public affairs, or political engagement**, preferably within charity, or non-profit sectors. (E)
- Experience of **preparing policy briefings and reports** for internal and external audiences. (E)
- Experience of successful **event management** to a high standard.
- Experience of **working in an alliance or coalition** and an understanding of the associated benefits and challenges. (D)
- Experience of responding to **official consultations**. (D)
- Experience of working on **funded projects**. (D)

Attitudes and personal qualities

- Professional, polite, personable and friendly
- A team player
- Organised with high attention to detail and commitment to meeting deadlines
- Willingness to continued professional development
- Keen interest in politics as well as advocacy strategy and tactics
- A commitment to diversity, equity, inclusion and racial justice

Important information about the role

- Please note that all applicants must currently have the right to work in the UK.
 - A DBS check is not a requirement for the role in the first instance. A DBS check or an enhanced DBS check may be necessary if the role develops into participation in events involving children, young people or vulnerable adults.
 - Satisfactory references are required before an offer of employment is made.
 - The offer of employment may be withdrawn if you do not meet the criteria above.
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Who we are

Sustain is a powerful alliance of organisations and communities working together for a better system of food, farming and fishing, and cultivating the movement for change. We represent over 100 food and farming organisations.

Together, we advocate food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture, and promote equity.

Working in collaboration, we:

- Develop networks of people and organisations to devise and implement projects and campaigns, and to provide a platform for recognition and replication of pioneering work.
- Run highly effective and creative campaigns, advocacy, networks and demonstration projects, aiming to catalyse permanent changes in policy and practice, and to help equip more people and communities with skills as change-makers.
- Advise and negotiate with governments, local authorities, regulatory agencies, funding bodies and other decision-makers to ensure that legislation and policies on food, fishing and agriculture are publicly accountable and socially and environmentally responsible.

Our funders

All the campaigns and projects at Sustain are funded by charitable trusts and foundations, donors and supporters who are an integral part of our successes, which has led us to receiving many awards. We are fortunate to have received grants from a wide range of funders for specific projects and campaigns, and we continue to fundraise to improve food and farming for all.

Where we work

A lovely working space is really important so we're happy to show you where we work. Our offices are a short walk from Bethnal Green tube station (Central Line) located in a vibrant part of London, with easy access to shops, Victoria Park and the Regent's Canal tow path.

We work in an open plan office with plenty of natural light and of course we have many plants, and we offer free tea and coffee.

There is a wide variety of private meeting spaces available in the building, and we also have access to a green roof-top terrace complete with trees, plants and views across the City.

We also enjoy discounts in a few local shops which helps to keep the local economy thriving. Museums and parks a short walk from the offices also gives you plenty of opportunity to explore the neighbourhood during lunchtimes.

 [Map link](#)

The Green House
244-254 Cambridge Heath Road
London E2 9DA

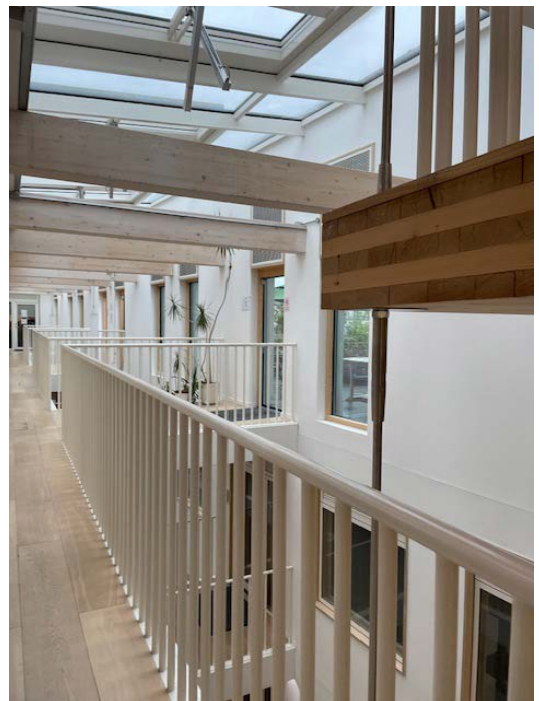


How we work

We offer a wide range of hybrid working patterns and are supportive of flexible working, however this may not be suitable for all roles. Some colleagues may work from home for part of the week, and most are expected to attend certain meetings and events in-person. Some roles require more office presence than others due to the nature of the role.

Everyone is expected to work collaboratively with colleagues and in the communities or networks where our projects are delivered.

Continuous Professional Development is as important to us as it is to you, and we offer a wide range of in-house and out-sourced training suitable for a wide variety of job roles.



One of the reasons I joined Sustain was to make a difference to our planet and our communities. I've always been passionate about food, our environment and a fairer world for all. Working with colleagues who share the same passion and values is wonderful.

What we offer

(Non-contractual)

Flexible working hours and TOIL

- Flexible and hybrid working options after probation. We have a flexible approach to working and provide Time Off in Lieu when staff are required to work occasional evenings or weekends.

Hybrid and homeworking

- Some roles are suitable for a combination of hybrid and home working, while others are more office based, allowing for collaborative working, skills sharing and peer support. We expect all colleagues to spend at least half of their working time at the office.

Welcoming office space

- Weekly organic fruit box for the office to share.
- Free secure indoor storage for bicycles and shower facilities.
- A fully equipped London based office.

Time off and volunteer day

- 20 days annual leave for full-time employed staff plus bank holidays (pro-rated for part-time workers).
- We usually close between Christmas and New Year.
- 1 Volunteer Day per year (non-contractual if employed).

Pension

- Automatic pension enrolment with Nest with up to 5% (subject to review) employer contributions, with an ethical investment option.

Health and wellbeing

- Enhanced sick pay.
- Access to confidential advice on mental health and wellbeing, as part of our Employee Assistance Programme. Sustain has partnered with Health Assured who are the UK and Ireland's most trusted health and wellbeing network. Their employee benefits programme is a suite of wellbeing services, offering you and your family a confidential and structured way to work through physical or mental health issues and financial as well as advice on personal financial or legal matters.
- Eye Care Vouchers.
- Access to membership of CSSC for discounted days out, savings, sports and wellbeing.

Making a difference in the world with our friendly supportive team

- An opportunity to work on pioneering projects at a local and national level.
- A collegiate set up within an established charity.
- A friendly, creative and sociable team.
- The opportunity to help improve opportunities for local communities, and to support food system professionals to work together to cultivate change.
- Job related training opportunities.

Recruitment privacy notice

The purpose of our recruitment privacy notice is to tell you what personal information the charity collects from you, how and when it may be collected and what happens to it.

Please ensure you are familiar with our **'Recruitment privacy notice'**.