

Operational Director of Public Affairs (K)

Job purpose: Leads planned strategic activity to influence UK Government, Parliament, Welsh Government and key policy and media stakeholders in the UK, particularly England and Wales, about the Law Society's (TLS) policy work and its responsibility (under the Royal Charter) to promote the rule of law and access to justice. Directs work to engage, publicise and promote TLS to the highest levels of the judiciary and governments across the UK, and across international jurisdictions to raise awareness of the UK legal industry's contribution to the global marketplace and to promote the expertise of its members.

Key Accountabilities: Leadership Team (LT) Accountabilities (common to all LT members)

- Works as part of an integrated senior management team leading the transformation of the business across service, skills and behaviours
- Drives TLS' internal effectiveness, continually striving to simplify structures and processes
- Develops innovative approaches to maximise value for money for our membership fee
- Supports the strengthening of TLS' positive brand impact and reputation in everything we do
- Takes an integrated 1-2 year forward looking view of the business to influence TLS strategy through the ELT, Board and Council
- Takes responsibility for the operational leadership of TLS, managing clarity, understanding and execution of strategy
- Leads teams to deliver operational plans and helps to create a culture of continual quality improvement and learning across the Society
- Delivers or exceeds delivery of the agreed corporate plan and performance measures
- Acts as the senior level expert in their relevant professional or technical field, informing the strategic shaping of policy
- Models and develops strong leadership and management practices with a strong emphasis on talent management, development and encouragement of colleagues to create 'one brilliant team' and 'one effective way of working' across the whole business
- Builds highly effective teams, ensuring that line managers are able to manage their budgets effectively and perform their people management responsibilities with confidence and skill

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Key Leadership or Culture Code Behaviours

- Models the highest levels of the TLS Culture Code (clarity, trust, respect and excellence) and its associated behaviours, to provide a clear example for all TLS colleagues.

Functional Responsibilities

- Sets the UK & International Public Affairs vision, direction and strategy in alignment with TLS brand and strategic objectives, to support ELT, Board and Council decision making about the optimum balance between UK and International focus and effort
- Directs, with the Operational Director of Policy, the effective monitoring of the domestic and international legislative, political and economic developments affecting solicitors, and leads on formulating TLS response so that the organisation and the profession is well-positioned to respond in any situation (drawing heavily on information available through Futures & Insights)
- Works closely with the Operational Directors of Commercial & Partnerships and Member Experience & Services to ensure that there is a consistent approach to membership engagement, senior stakeholder management, activity and brand and marketing messages across the UK and International work and that the press work is strategically aligned to maximise corporate effectiveness
- Leads and directs an integrated UK & International Affairs team to develop strong influencing and lobbying relationships with a range of UK & International stakeholders such as members of the UK government and parliament, Welsh government and Senedd, E.U., the judiciary, regulators, and key organisations, to ensure that:
 - TLS speaks coherently to priority stakeholders, in pursuit of clear and internally-agreed objectives
 - TLS is aware of the different agendas of these stakeholders and organisations and can therefore respond effectively to change
 - the voice and views of the profession are visible to members and influential across public and legal policy agendas
 - legislative changes that are of interest to the legal profession in England and Wales are raised, to further the interests of the profession overseas
 - the profession benefits from free and open trade laws internationally that allow British legal firms access to foreign markets
- Directs the media and press team operations, ensuring the voice of the profession is visible in traditional and social media
- Directs, in collaboration with key directors, the TLS strategic themes and campaigning issues to maximise impact
- Directs all Law Society public affairs directorate operational activity to ensure that resources are used effectively to contribute to the achievement of organisational aims and objectives and that the team takes an integrated approach
- Represents the Law Society at senior level events and engagements
- Ensures as the senior subject matter expert on UK & International Affairs that there are systematic processes in place to support TLS' member or public facing advice and services with the right information
- Works closely with the Operational Directors of Policy/Futures & Insight to ensure that work, resources and expertise are appropriately utilised and not duplicated

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Knowledge, skills and experience

Essential

- Substantial experience of working in a senior public affairs role, in an international context
- Extensive knowledge of the workings of and interrelationships between Westminster, the Government of Wales and Senedd, EU institutions and other relevant international organisations/bodies
- Extensive knowledge of the legal profession and its operating context
- An understanding of the international political environment, and how this relates to the interests of the organisation
- A track record of influencing stakeholders at the highest levels, with the ability to communicate complex concepts in simple terms
- Experience of holding significant staff and budgetary responsibilities
- Someone who thrives in an environment of change & ambiguity
- A connected, visible senior colleague, able to build effective cross-business relationships and performance
- Experience of dealing with challenging and complex issues requiring initiative and creativity to resolve
- A strategic but pragmatic leader: a senior level expert in their technical or professional field, but also a highly capable senior manager, able to deliver results effectively through their team

Desirable

- Policy development experience
- Fluency in one or more foreign languages
- Senior operational management experience

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