



Appointment of

Public Affairs Manager

April 2025

Reference: HBSMG

Saxton Bampfylde

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Introduction



Too often, conversations around what's good for our economy, and good for our country, focus on large, listed companies. But it's the privately-owned and family run businesses that are the backbone of the UK economy and the lifeblood of our communities.

Not only do family businesses make up 90 per cent of the UK's total private sector firms, but they employ 14 million people and contribute over £200 billion through tax receipts each year alone. They also represent one of the UK's greatest entrepreneurial resources.

They need championing and supporting. They need a vehicle for their voice to be heard, and their contribution to be recognised.

That's where FBUK comes in.

Working with senior government officials and policy makers, we advocate for policies and regulatory frameworks that incentivise family businesses to do what they do best; put people at the heart of business, take a long-term view, invest in local communities, and act as stewards and custodians for future generations. We give family businesses access to industry leaders and experts, and help them connect, learn and share through a rapidly expanding peer-to-peer network.

We are passionate. We are committed. We are ambitious. And we're growing.

If you're a change-maker, and looking to work with Britain's leading business owners, innovators, and entrepreneurs, we'd love to hear from you.

A handwritten signature in dark blue ink, which appears to read "Neil Davy". The signature is fluid and stylized, with a long, sweeping tail that extends downwards and to the right.

Neil Davy

Chief Executive Officer, Family Business UK

About



Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing, and championing family businesses, their owners, leaders, NextGens, and executives.

Family businesses are the backbone of the UK economy and the bedrock of our communities. For generations, family businesses have put people at the heart of business. FBUK is a growing movement of family businesses that wants to create a more sustainable and prosperous future for generations to come. We advocate for the family business model, supporting family businesses in adopting and adapting best practice and championing and celebrating the sector in the UK.

Our supporters range from some of the largest, oldest, and best known British businesses, as well as first-generation businesses, from across every sector of industry and commerce, and from all corners of the UK. Family businesses are driven by more than just financial gain; they're about creating a lasting legacy for future generations. FBUK offers valuable insights for family business owners looking to grow their enterprises while preserving their unique family heritage.

Our **Purpose** is to help family businesses create a more prosperous and sustainable future for generations to come.

Our **Strategy** is to bring together family businesses with subject matter experts, advisors, academics, regulators, and civil society to:

Advocate for responsible and sustainable family business models, providing a unified and strong voice to influence government policy through:

- proactive engagement with government, policymakers, academics, researchers and regulators on policy reform and responses to government consultations
- collaborative research and thought leadership on issues of material importance to family businesses mapped to the multi-generational life stages of family businesses

Apply thought leadership to support family businesses in capacity building, decision-making, day-to-day management and operations, and family relationships to drive sustainable bottom-line performance by leveraging:

- best practice frameworks, and practical tools and resources tailored
- facilitated networking, peer-to-peer learning, site visits, seminars, workshops, coaching, mentoring, and an online resources centre

Amplify the voice of family businesses, championing and celebrating the sector through:

- campaigns, events, owned, earned and paid media channels, media partnerships
- activities that build awareness and recognition of the role, contribution and impact of family businesses and supports the growth and future success of the sector

Read more about FBUK [here](#).

“Family businesses offer a model of sustainable and responsible business that others can learn from, be part of, work with, or even adopt.”

Our Networks



Family Businesses (FBUK Members):

Members of Family Business UK range from some of the biggest, oldest and most well-known British businesses, to first-generation businesses, from across every sector of industry and commerce, from all corners of the UK.

Through our network, family businesses can connect and collaborate, expand their knowledge, and be part of a movement that amplifies the voice of family businesses to policy makers, and helps ensure the sector is recognised for its role and contribution to the UK economy and communities up and down the country.

FBUK Communities:

FBUK Communities provide a forum for peer-to-peer networking, sharing of advice and experiences, and access to subject matter experts. Members of each Community decide what topics to discuss, how they interact, the type of events they have, and how often.

FBUK Communities are organised around a generational profile, role in the family business, or topic of common interest, for example Chairs, Family Council and Non-Family Executives.

Corporate Partners:

Our Corporate Partners are critical allies of our work and play a crucial role in supporting family businesses with the challenges they face today. They help prepare them,

and the next generation of family business leaders, for the future.

Family Business Advisors:

Families need advisory support from people who 'get them', who understand and appreciate their values and ethos, the subtleties and nuances of family businesses, and recognise that every family and business is unique, and at a different stage of its journey.

We provide access to a group of highly respected, experienced independent family business advisors, who offer family businesses senior advisory support on a wide range of governance and succession issues.

We also work closely with other bodies that support and champion family businesses, both in the UK and overseas such as European Family Business (EFB), through which we can ensure UK family business interests are represented in Europe.

The Role



This is an exciting new role within FBUK, offering the opportunity to shape and drive our political engagement programme at a pivotal time for the sector. As Public Affairs Executive, you will play a key role in developing and implementing a new public affairs strategy that will enhance FBUK's profile, influence policymakers, and secure meaningful support for our mission.

Working closely with colleagues across the organisation, you will ensure FBUK is at the heart of key policy discussions, engaging with government, parliamentarians, and other stakeholders to advance our priorities. You will identify opportunities within the parliamentary calendar to highlight our work, coordinate impactful campaigns, and develop compelling messaging to secure political and public support.

The ideal candidate will be a proactive and strategic communicator with a strong understanding of the UK political landscape and a passion for public affairs. You will have excellent relationship-building skills, the ability to craft persuasive messaging, and experience engaging with policymakers and stakeholders. A keen interest in policy development and the ability to navigate complex political environments will be key to driving FBUK's advocacy efforts forward.



Main Activities & Responsibilities

Strategy & Advocacy

- Develop and deliver a comprehensive public affairs strategy to enhance FBUK's political engagement and influence.
- Develop and deliver advocacy campaigns that support FBUK members and the wider sector.

Stakeholder Engagement & Political Monitoring

- Conduct political monitoring and intelligence gathering, keeping track of relevant policy developments, legislative changes, debates, and consultations.
- Map key stakeholders across government, Parliament, industry, and civil society, developing a structured engagement programme to strengthen relationships.
- Arrange and, when required, attend meetings with key stakeholders.
- Act as the primary liaison for FBUK's interactions with policymakers, ensuring our messages are clear, consistent, and impactful.

Briefing & Communications

- Prepare high-quality briefing materials for politicians, officials, and FBUK members, ensuring they are well-informed ahead of key meetings and discussions.
- Provide tailored briefings for the Chairman, Board Members, FBUK Members, Chief Executive, and Chief Advocacy Officer, and accompany them to

meetings as required.

- Lead on preparing individuals for Select Committee appearances, high-profile meetings, and other public affairs engagements, ensuring they are fully briefed and confident in delivering key messages.

Events & Public Affairs Activities

- Plan, organise, and attend parliamentary events, party conference activities, and other public affairs initiatives to raise FBUK's profile.
- Work closely with the FBUK events team to arrange parliamentary receptions, roundtables, webinars, and other engagement opportunities.

Member Engagement & External Representation

- Provide regular updates to members on FBUK's public affairs work, ensuring they are kept informed of political and policy developments.
- Act as a spokesperson for FBUK in the media, representing the organisation's interests and responding to relevant issues where appropriate.
- Support internal and external communications by ensuring public affairs activities are integrated into FBUK's wider engagement strategy.



Person Specification

Skills & Competencies

- Excellent written and verbal communication skills, with the ability to produce clear, concise, and persuasive briefings, reports, and policy documents and adapt communication style to engage with different audiences.
- Ability to analyse complex policy issues, identify opportunities for influence, and develop effective advocacy strategies.
- Strong stakeholder engagement and relationship management skills, with experience in building and maintaining effective relationships across government, Parliament, industry, and civil society.
- Event management skills, with experience in organising parliamentary events, roundtables, and public affairs activities.

Personal Attributes

- A self-starter, who takes initiative, identifies opportunities and works well independently.
- Highly organised, with strong attention to detail and the ability to manage multiple priorities and deadlines in a fast-paced environment.
- A team player, who enjoys working collaboratively in a small, supportive team while also being able to work independently.
- Resilient and adaptable, able to respond flexibly to changing political and policy developments.
- Professional and diplomatic, with the ability to represent FBUK effectively in external meetings and

engagements.

Qualifications & Experience

- An undergraduate degree in a relevant field.
- A minimum of four years' experience in a relevant role, such as public affairs, government relations, policy development, or political communications.
- A strong interest in business policy issues, with a willingness to develop expertise in key areas relevant to FBUK's work.
- Extensive knowledge of the UK's political and policymaking systems, including the structures, processes, and workings of Westminster, Whitehall, and the devolved administrations.



Terms of Appointment

Place of work: we have a flexible working model, with a mix of days 1-2 team days per week in central London, remote working, and from time-to-time other locations as required.

Working hours: This is a full-time role. Our working hours are 9am – 5.30pm Monday – Friday.

Remuneration and benefits: in addition to a competitive salary, we offer pension and associated benefits.

Holidays: 25 days per year (excluding public holidays), with the addition of time off between

Christmas and New Year.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





How to Apply



Saxton Bampfylde Ltd is acting as an employment agency advisor to FBUK on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **HBSMC**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Friday 25th April**

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Saxton Bampfylde



LONDON

The Ministry
79-81 Borough Road
London SE1 1DN

EDINBURGH

46 Melville Street
Edinburgh EH3 7HF

saxbam.com

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