



Appointment of

Public Affairs and Policy Director

February 2025

Reference: HBSMA

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 black 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



As the Public Affairs and Policy Director at FBUK, you will play a crucial role in shaping and expanding the organisation's policy reach and influence.

In this new leadership position, you will be responsible for identifying key policy areas that matter most to our Members, ensuring that their voices are heard at the highest levels of decision-making. Through proactive engagement, research, and advocacy, you will work to position FBUK as a leading authority on family business policy, helping to shape a regulatory and economic environment that supports the long-term success of family enterprises across the UK.

Additionally, you will build strong relationships with policymakers, government officials, and other key stakeholders, ensuring that FBUK's advocacy efforts are well-positioned to influence legislation and regulation. Your ability to engage with the media, industry groups, and partner organisations will further amplify FBUK's impact, strengthening its role as the trusted voice of family businesses in the UK.



Main Activities & Responsibilities

Policy Development, Public Affairs & Research

- Develop and manage the delivery of FBUK's policy, public affairs and research strategy.
- Identify, analyse and monitor policy developments and emerging trends to anticipate challenges and opportunities that impact FBUK members.
- Produce high-quality policy papers, reports, and briefings on priority topics, and lead on drafting consultation responses to government, regulatory bodies and other stakeholders.
- Commission and manage external research providers where necessary to support policy development.
- Responsibility for departmental budgets and expenditure.

Stakeholder Engagement & Advocacy

- Develop strong relationships with FBUK members, policymakers, government officials, and industry partners.
- Collaborate with External Affairs Director on policy outputs, external communications, and campaigns.
- Represent FBUK in the media, at external events and conferences, and act as a key spokesperson for FBUK on issues of policy and regulation.

Leadership & Operations

- Provide day-to-day line management of the

Policy and Research Manager and Public Affairs Manager, offering guidance and support and contributing to the budgeting process.

- Work cross-functionally with the external affairs and campaigns teams to ensure a coordinated approach.
- Active involvement in the FBUK Policy Committee, ensuring regular meetings and effective engagement.

Budgeting & Project Delivery

- Ensure public affairs projects are delivered within budget, maintaining oversight of spending and contributing to financial planning processes.
- Identify funding opportunities or external partnerships to enhance FBUK's public affairs initiatives.





Person Specification

Essential Experience

- A strong interest in and understanding of business policy issues, including taxation, regulation, economic growth, and business sustainability.
- Proven experience in building and managing relationships with key stakeholders, including government officials, policymakers, business leaders, and industry bodies.
- A thorough understanding of the policy-making process in Westminster and the devolved administrations.
- Experience in conducting in-depth research, analysing complex policy issues, and drafting high-quality policy papers, consultation responses, and reports.
- Experience in serving as a spokesperson for an organisation in the media, with confidence and enthusiasm.

Skills & Competencies

- A proactive self-starter who can identify opportunities, develop innovative ideas, and work independently while contributing to broader strategic goals.
- Ability to produce clear, compelling, and well-structured policy documents, reports, and briefings, and to adapt communication style for different audiences.
- Experience of managing a team of policy and public affairs professionals.
- Strong analytical skills with the ability to interpret and summarise complex and technical policy issues accurately and effectively.

- Comfortable working in a fast-paced environment, handling multiple priorities, and responding quickly to policy developments.
- Enjoys working collaboratively in a small, dynamic, and supportive team while also taking ownership of independent projects.
- Experience managing projects from inception to delivery, ensuring work is completed on time and within budget.
- Organised, self motivated and disciplined.

Qualifications

- An undergraduate degree in a relevant field such as Politics, Public Policy, Economics, Law, Business, or a related discipline. A postgraduate qualification in a relevant area is desirable but not essential.
- At least 8 years of experience in a relevant public affairs, policy, or government relations role, ideally within a business association, trade body, think tank, consultancy, or government department.



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.

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 **HBSMA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter.

The closing date for applications is noon on **Friday 14th March**.

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.

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