

# Principal Policy Officer (Government Relations)

Service	Reporting to	Location	Grade
Resources and Transformation	Policy and Performance Manager	Salford Civic Centre/Hybrid	4C

## About the role

Salford is an innovative and well-connected global city. One of many strengths and significant opportunities to grow and thrive. With one of the fastest growing populations in the North of England, the city is well placed to exploit future growth opportunities and continue to deliver significant economic, social and environmental benefits for local people.

To do this, we need to ensure we successfully engage and influence government and other key stakeholders to make the case for Salford and positively influence the national policy landscape.

An effective and compelling approach to public affairs is key to this mission; ensuring Salford can capitalise on its unique strengths and make the most of our already extensive national and regional reach and influence.

The Principal Policy Officer (Government Relations) is a new role that will be responsible for developing and executing strategies to increase Salford's national and regional influence, manage stakeholder relationships and improve the council's ability to attract external funding. This role requires strong communication skills, strategic thinking, and the ability to navigate complex political and policy environments.

## Key outcomes

- Develop a structured programme of stakeholder engagement to strengthen the council's strategic relationships across Whitehall and Westminster and increase Salford's policy influence on local priorities.
- Build and maintain a strong network of relationships across national, regional and local government and act as an ambassador for the council.
- Work closely with the council's mayoral team, senior leadership team and directorates to align public affairs strategies with council priorities.
- Support leadership in strategic decision-making by providing insights into external affairs and regulatory impacts.

- Work alongside the council's policy and communication teams to develop key messaging, in line with council priorities.
- Plan and deliver a range of events to support council priorities, including organisation of ministerial meetings and visits, roundtables, and parliamentary events, working closely with key council officers, elected members and partners.
- Research and write high-quality briefings for elected members and senior officers; ensuring information is accurate, timely and relevant.
- Securing a wide range of media opportunities to highlight the work of Salford and key partners and ensure more co-ordinated involvement in national, regional and local campaigns.
- Monitor political and policy developments in the UK and provide high quality advice and guidance to senior officers and elected members.
- Undertake horizon scanning of upcoming parliamentary business, consultations, and other significant events to proactively identify opportunities to influence public policy.
- Identify opportunities for the council to apply for external funding in line with the council's Corporate Plan priorities.
- Manage the production of responses to key Government department and Select Committee consultations and calls for evidence.
- Ensure the effective line management of staffing matters for direct reports, including, supervision, appraisal, attendance management, performance, development and health and safety
- Make an effective contribution to the wider Policy and Communications Team in which the role will be based.
- To undertake such additional duties as are reasonably commensurate with the level of the post.

## What we need from you

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- A strong passion for politics and a sound knowledge of the national political landscape, government priorities, and parliamentary processes.
- Demonstrable experience working in government relations or a public policy environment, with a successful track record of influencing a wide range of stakeholders.
- Experience of working with national and local government is desirable, including liaison with Members of Parliament and elected members.
- Extensive knowledge and understanding of the challenges and opportunities facing local authorities and partners across a wide range of policy agendas.
- Excellent verbal and written communication skills, with the ability to interpret and communicate complex information.
- Ability to develop effective relationships at all levels.
- Ability to work in a fast-paced environment, and remain flexible and confident when public affairs priorities change.
- Demonstrable ability to quickly assess a high volume of information and prioritise it according to organisational importance.

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- You must be proactive, patient and personable with strong people skills.
- You must always present yourself in an appropriate way to deliver and support Salford City Council's values.
- A self-starter and team player, with the ability to manage competing priorities and work under own initiative

## What we can offer you

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Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

### Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

### Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

## A digital organisation

### Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

### Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence

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to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

## Our organisation's values

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**We have four values: Pride, Passion, People, Personal responsibility.**

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

## Our values



**Pride**

**Passion**

**People**

**Personal responsibility**

## Application guidance

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We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

### Role details

Completed by: Jonathan Stancombe

Date: 13 May 2025

Job code:

Job score:

Date of evaluation:

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