

## The Investment Association

### Corporate Affairs Director

#### About the Investment Association

The IA champions the UK investment management industry, supporting savers, investors and businesses in the UK, across Europe, and around the world. Our 253 members manage £9.4 trillion of assets and the investment management industry supports 113,000 jobs across the UK.

Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy and society, so everyone prospers.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. 75% of UK households now use the services of our members. The UK is the second largest investment management centre in the world, after the US and manages over a third (37%) of all assets managed in Europe.

The IA seeks to be a world-class, values-driven trade association committed to being at the forefront of industry innovation, supporting members' businesses, by delivering a positive policy and business environment for firms

#### About the Corporate Affairs Team

The IA's Corporate Affairs team, led by the Corporate Affairs Director, is recognised as a high performing, sociable and dynamic team, of currently 12 people. The team encompasses on and offline communications (including internal as well external communications), UK government, EU & international affairs, as well as digital expertise.

The team's role is to promote a better understanding of the industry and showcase its value, to bolster the reputation of the IA and work with policy teams to ensure the expertise within the organisation is well-deployed to improve the policy and business environment for our member firms.

The team also plays a key role in safeguarding and enhancing the reputation of the IA and provides a critical function in leading and steering messaging on significant projects. It has regular exposure to the CEO and Board, and supports all IA policy teams who are actively involved in delivering the IA's advocacy.

#### Overview of the role

An industry of our scale naturally attracts the attention of policymakers and regulators alike who have wanted greater scrutiny of an industry that has become structurally important to citizens and economies around the world. As nations face up to the challenge of post-COVID recovery, climate change, and for the UK, a post-Brexit future, important questions are again being asked about the role asset management can play.

The media and commentariat are examining the industry through a more skeptical lens than ever before, as they challenge the industry on value for money, corporate stewardship, and its ability to satisfy the ESG investment demands of its client base.



And through these changing times, the industry is gripped by its own needs to modernize its technology and practices. In particular to meet its desire to be more reflective of the society it serves with a heavy emphasis on spurring greater inclusion and diversity within its own workforce (and holding investee companies to account).

The IA's role is to help its member firms better understand life on the public square, how to thrive in an era of enhanced scrutiny, and rise to the challenge of opinion formers – while always staying true to client expectations and delivering good returns for investors. The Corporate Affairs Director has an important role to play in helping colleagues, members, and stakeholders address these issues.

The Corporate Affairs Director reports to Chris Cummings, the IA's CEO, and is part of the senior leadership team. The successful candidate will help to develop and implement the organisation's advocacy strategy working with colleagues across the organisation and wider membership in that task.

The role requires a knowledge of current best practice in advocacy strategy and delivery across all channels, a finger on the pulse of evolving political, societal, and economic trends, and an ability to take complex industry and regulatory issues and express them in an audience-specific manner to deliver a better outcome. The candidate will have exceptional collaborative working skills and be committed to the IA's values.

## Main duties in this role include

- Comprehensively audit the performance and effectiveness of our existing advocacy strategy, our tools and platforms - and set a clear strategic roadmap and standards for cohesive delivery across UK government, European institutions, and the media. Deliver a clear industry narrative.
- Develop and implement a pro-active advocacy strategy which brings to life the IA's principle policy priorities to promote the IA and the industry with key stakeholders and make the IA the "go to" commentator on industry issues.
- Build deep relations with IA colleagues, members, senior media figures and policymakers based on integrity and trust to help bolster the IA's reputation
- Give counsel to senior colleagues and members on the best way to position IA policy initiatives with stakeholders (media, politicians, officials etc). Ensure crisis communication plans are current and that relevant employees are appropriately trained.
- Drive a programme of consistent measurement and analytics across advocacy channels.
- Manage the IA's Corporate Affairs budgets to ensure good value and exceptional outcomes.

## Leadership and management responsibilities

The role holder will lead the development of the Corporate Affairs team, ensuring the well-being of those within it, as well as their professional progression. They will seek to ensure positive, collegiate relationships with other directors and personnel across the organisation, and act in accordance with the IA's values at all times.

The role holder leads the Corporate Affairs team which has a functional composition:

- Government Affairs
- Media (traditional and online media)
- Digital
- EU Affairs (with a base in Brussels)

## Skills and experience

- Substantial proven track record of working in a policy / public affairs / media role, for example, in an asset management firm, as an official in government or regulatory role, or in a relevant trade association
- A clear understanding of current financial services public policy and regulatory issues
- A strong knowledge and understanding of UK and European political issues and processes
- Experience in the investment management sector (or broader financial services industry)



- Experience of leading the development of a high-performance Corporate Affairs team
- Excellent organisational skills, experience of managing budgets

### **Personal attributes**

- Excellent communicator: articulate and succinct, excellent command of written and spoken English
- Self-driven, with proven ability to drive and deliver strategic projects and desire to learn from industry best practice and innovation
- Good research and analytical skills
- Outgoing and team spirited, ability to build strong relationships with people at all levels and from all backgrounds
- Ability to communicate fluently in at least one core Community language other than English would be an advantage

We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.