



POSITION PROFILE

Senior External
Affairs Manager



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Bute Energy Ltd has built up a market-leading pipeline of Energy Park projects in Wales, constituting the largest onshore renewables development portfolio in the UK. The businesses' Energy Parks will combine the latest technology for onshore wind and solar generation to provide projects with some of the lowest Levelised Cost of Energy in the UK.

Bute Energy was established by Grayling Capital in 2018. The Grayling principals have funded the business to date and have also carried out the key executive roles within the business.

With the assembly of the portfolio now largely complete and the first planning applications being readied for submission in early 2022, the Grayling principals are now looking to bring in an experienced team from within the UK renewables sector to lead the business through the next stages of consenting and delivery. They have already appointed a highly experienced team in the form of a Managing Director, Development Director, and Grid Director who have started to build the team out. They have also brought in a highly experienced Non-Executive Board and are soon to appoint a Finance Director.

The business is now looking to add to the team with a Senior External Affairs Manager.





Job Title:	Senior External Affairs Manager
Location:	Edinburgh / Wales (with regular travel to and within Wales)
Reports to:	Managing Director

The main responsibility of the Senior External Affairs Manager is to lead the development of the strategy and to co-ordinate and deliver the implementation of the overall corporate branding, stakeholder management and media activities for Bute's portfolio of projects. The Senior External Affairs Manager will work closely with the Managing Director, Development Director and Grid Director, and their respective Project Managers, to ensure that their activities are fully planned and supported.

Accountabilities:

- Lead Bute's corporate and wider brand initiatives, identifying and designing events and sponsorship opportunities relevant to Bute's investments and national engagement strategy;
- Own and manage Bute's corporate website as well as overseeing the design and management of each individual project website;
- Ensure all relevant stakeholder mediums (websites, social media, documentation and consultation) is aligned with Bute's core messaging and ethos;
- Preparation of corporate presentations, conference presentations and key messaging in support of Bute's stakeholder management activities and ensuring that all key stakeholder meetings are prepared with briefing materials on background and key messages (using external advisors and agencies where necessary);
- Lead the preparation of Bute's national stakeholder engagement strategy (after taking into account advice from advisors and Welsh Advisory Board) and work with individual project managers to help prepare their project's stakeholder engagement strategy;
- Preparation of high-quality collateral for public meetings (e.g. newsletters, websites, presentations, etc.);
- Lead on all media activities including media strategies, press statements, media briefings and media training for staff; lead on all social media activities
- Track external media, provide reporting and analysis to the leadership team and project managers and make recommendations for follow-on actions
- Accountable for all third-party external affairs/PR contractors and advisors, ensuring that maximum benefit is derived from these relationships;
- Preparation for Welsh Advisory Board meetings.

Main Responsibilities

- Deliver and execute a corporate branding strategy that identifies sponsorship opportunities, conference opportunities, initiatives with trade organisations and other engagement activities that can be used to promote Bute's interests and brand. Regularly present strategy to leadership team.



- Provide all branding materials and ensure correct use throughout the organisation
- Provide and continuously update Bute's core messaging, particularly around the core benefits of Bute's portfolio. Implement initiatives to ensure that Bute has available evidence to support core messaging.
- Maintain Bute's corporate website and ensure that projects are provided with websites that meet their requirements.
- Review all key external materials to ensure that all websites, external documentation, consultation materials and presentations are consistent with Bute's branding and core messaging.
- Provide all company key presentations (e.g. conference presentations, presentations for key stakeholders) to ensure key messaging and consistent branding
- Provide briefing materials on background and key messages prior to any stakeholder meeting (using external advisors and agencies where necessary);
- Monitor Welsh and UK Government statements and policies and, together with advice from advisors, consultants and trade associations, provide advice to the leadership team and project managers about the political context and threats and opportunities for Bute's projects
- Deliver and continuously maintain Bute's national stakeholder engagement strategy. Identify who Bute leadership should engage with and arrange the meetings. Maintain and keep up to date the database of stakeholder engagements.
- Review and provide advice to project managers to ensure that their project stakeholder plans are set up, maintained and delivered. Provide coaching and training to project managers.
- Working with project managers, plan, set-up and ensure delivery all public consultations (arranging both the physical town hall consultations and setting up any virtual events). Ensure that all materials are prepared on time and are consistent with Bute branding and key messaging.
- Plan and ensure approval for the agenda for the Welsh Advisory Board (WAB), ensure that preparatory documents and presentations are prepared for the WAB in advance, provide written minutes of the WAB and ensure that actions are followed up.
- Provide a media strategy for Bute corporately and provide a media strategy for each Bute project
- Monitor all external media activities and provide immediate advice to Bute leadership on any reactive actions
- Prepare and finalise all media statements (both proactive and reactive); inform leadership team on best course of action for any press reaction and then implement
- Prepare and implement a social media strategy and provide ongoing social media content on a regular basis

The above responsibilities are neither exclusive nor exhaustive and the incumbent may be called upon to carry out such other appropriate alternative or additional duties as may be required, which are within their capability and competence.



The ideal candidate will have the following personal characteristics and experience:

Knowledge & Skills:

- Understanding of the opportunities and challenges associated with infrastructure projects, ideally with onshore wind;
- Excellent interpersonal skills;
- An entrepreneurial approach and problem-solving abilities;
- Strong personal resilience and hugely adaptable to situations and working within defined and at times tight deadlines;
- Excellent written, reporting and organisation skills;
- Handling and co-ordinating inputs from external consultants and project team members;
- Excellent influencing skills.

Experience & Qualifications:

- Between 7 – 12 years' experience working in-house in a development company or public relations consultancy or as a correspondent working on energy related news stories;
- Third level qualification in business, marketing, communications based subject or equivalent;
- Track record in successfully coordinating multiple team members at any one time;
- Successfully working with external stakeholders, including members of the public, advisors, external consultants and team members;
- Successfully working with the media in either developing media strategies or press content;
- Management and coordination of the production and delivery of documentation (hard copy and online material) and successfully designing and implementing organised corporate events required to support business initiatives.





Attractive package commensurate with background and experience required for the role. For more information on remuneration please contact Sophie Randles, Director - Private Equity.

Contact details are as follows T: 07432 480922 or E: sophierandles@livingstonjames.com

The Recruitment Process

The search and selection process of this assignment is being managed by advising consultant, Sophie Randles – Director at Livingston James.

Selected professionals will then be invited to interview with selected shareholders and stakeholders.

If requested, psychometric assessment will be utilised through the process for which additional guidance will be provided.

All third-party applications, enquiries and direct approaches to Bute Energy / Grayling Capital will be referred to Livingston James.