

SFJCJHG101

Manage political relationships and lobby for influence



Overview

This standard is about building and maintaining effective working relationships with local and/or central government, community and pressure groups towards developing their awareness and understanding positively regarding the issues of importance to you. It includes understanding their start point, developing messages and targeting those to be approached, and involvement in relevant decision-making processes through the lobbying of these groups or individuals.

There is one element

- 1 Manage political relationships and lobby for influence

Performance criteria

You must be able to:

- P1 identify different stakeholder groups and the political environment and establish their requirements and interests in relation to your organisation's objectives
- P2 monitor the political environments, and identify issues relevant to your organisation's objectives
- P3 assess the potential impact of identified issues and proposed legislation upon your organisation, identifying consequent opportunities and threats
- P4 anticipate likely future scenarios based upon a realistic analysis of trends and developments
- P5 develop and agree objectives and strategies to address particular opportunities and threats, identifying key stakeholder groups to be targeted and activities towards maximising the required influence
- P6 identify activities and political communications methods designed to fulfil the agreed objectives and strategies
- P7 engage in the direct or indirect lobbying of politicians and stakeholders towards achieving agreed objectives, presenting ideas and arguments clearly, concisely and convincingly
- P8 show sensitivity to the needs and interests of others, and manage these effectively
- P9 listen actively, and ask questions, clarifying points to check mutual understanding
- P10 monitor and evaluate the effectiveness of lobbying and related activity, adjusting plans and actions accordingly to achieve the stated objectives
- P11 build and maintain effective professional relationships with key political stakeholders
- P12 operate within relevant legal regulatory frameworks and codes of practice

Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

- K1 legal and organisational requirements affecting the lobbying for influence relevant to your organisation's activities, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and its services relating to tackling domestic and/or sexual abuse, including the provision of support to victims/survivors

Requirements particular to managing political relationships

You need to know and understand:

- K4 key external and internal developments affecting your organisation and its services, the nature of their impact, and the implications for public affairs campaigns and lobbying for influence
- K5 your organisation's key stakeholders, and their interest and requirements relating to your organisation
- K6 the structure of government at local and central level, and the principal differences between these
- K7 government procedures and protocols, the workings of government, and the lobbyist's role in exercising influence
- K8 the public policy and administration process
- K9 the mechanics of the legislative process, and associated procedures
- K10 public affairs techniques and how to use these towards influencing government and stakeholders

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Developed by	Skills for Justice
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Version number	2
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Date approved	May 2010
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Indicative review date	May 2012
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Validity	Current
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Status	Original
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Originating organisation	Skills for Justice
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Original URN	SfJ HG101
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Relevant occupations	Public Services; Public Service and Other Associate Professionals
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Suite	Community Justice
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Key words	Manage, political, relationships, lobby, influence
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