

Job title: Director of Public Affairs

Message from our Chief Executive

Thank you for your interest in becoming our new Director of Public Affairs. BPI represents hundreds of independent music businesses alongside the UK's three major record companies, together accounting for around 85 per cent of legitimate domestic music consumption and one in ten streams worldwide. We promote British music at home and overseas through our trade missions, the Music Exports Growth Scheme and events including The BRIT Awards and The Mercury Prize.

We are entering one of the most consequential policy periods our industry has faced. Generative AI and copyright, the streaming economy, music education and export growth all demand sharp political judgement and sustained, credible advocacy. This role sits at the heart of that work: shaping how Government, Parliament and our international partners understand the value of UK recorded music, and ensuring our members' interests are represented with authority at every level.

You will join my Senior Leadership Team at a pivotal moment, working closely with our members, with IFPI and its national group network, and across Government to protect and grow one of Britain's great creative and economic success stories.

If you share our passion for British music and believe you have the political acumen and strategic vision to lead this agenda, I would be delighted to hear from you.

I look forward to meeting you through the process.

Dr Jo Twist OBE
Chief Executive, BPI

About

The [BPI](#) champions the UK's recorded music community, safeguarding the rights of its members and of the artists, performers and label members of collecting body [PPL](#). The BPI's membership consists of hundreds of independent music businesses and the UK's three 'major' record companies – Universal Music UK, Sony Music Entertainment UK and Warner Music UK. Its total membership taken together accounts for around 85 per cent of legitimate domestic music consumption and 1 in 10 streams around the world.

The BPI promotes British music at home and overseas through its trade missions, the [Music Exports Growth Scheme](#) and [The BRIT Awards](#), which it owns and organises. It administers [The BRIT Certified](#) Platinum, Gold and Silver Awards Programme, co-owns the [Official Charts Company](#) with ERA, and is home to [The Mercury Prize](#). The BPI encourages and supports innovation and technology, and additionally provides insights, training and networking with its extensive free masterclasses, networking events, Insight Sessions and reports alongside its communications and public affairs work

The BPI is committed to [diversity, equity and inclusion](#). In support of this, the BPI is working closely with its members and industry partners, as well as its [Equity and Justice Advisory Group](#) (EJAG). The BPI's community engagement, focussed on education & wellbeing through the power of music, is directed through [The BRIT Trust](#).

The BPI is values led in all the work it does. At the BPI we are Championing, Collaborative, Accountable and Trailblazing.

The Opportunity

This is a high-profile, senior role for a public-affairs leader who can combine sharp political judgement with sophisticated stakeholder management, and translate complex commercial and creative issues into compelling, evidence-based arguments for change.

The Director of Public Affairs provides strong strategic and political direction across the BPI, its members and the wider creative ecosystem. You will direct the BPI's strategic engagement with Government, Parliament and external stakeholders in support of the UK music industry. The role is responsible for policy advocacy, reputation management and the long-term growth agenda for British recorded music.

The Director of Public Affairs also represents the UK and the BPI within the IFPI, the voice of the recording industry worldwide. Maintaining close strategic communication with IFPI and its national group network, including RIAA, is a key part of this role, as the size and significance of the UK market makes it an important territory for policy development.

It is an exciting and pivotal time to join the industry and the BPI. UK recorded music is enjoying continued international growth, but the industry is also navigating the most consequential policy environment in a generation, covering generative AI and copyright, the streaming economy, music education, exports, and broader creative industries issues. The Director of Public Affairs sits at the centre of how the BPI engages with that landscape.

This role reports to the CEO and is a key member of the BPI Senior Leadership Team. You will manage the Policy and Public Affairs department (currently two members of full-time staff) and external consultants. The role also requires close

integration of strategy and delivery across Policy and Public Affairs and Communications, as well as working with, and drawing on the input of colleagues across the BPI (including legal and content protection teams) and member and associate organisations.

The BPI follows a hybrid work structure where employees can work remotely and from our office (King's Cross, London, in the Tileyard creative hub,), based on task requirements. This role will include some domestic and international travel.

Key Responsibilities

- **Strategic influence:** Develop and implement our public affairs and evidence-based policy strategies and positioning to enhance the status, understanding and reputation of the UK's recorded music sector as a key part of the creative industries and the UK's growth strategy
- **Strategic planning:** ensure cross-departmental alignment across activities to reinforce key messaging, key policy asks, and political positioning of the sector; a proven ability to horizon scan and identify emerging political and policy issues, and to balance detailed policy development with compelling campaign management, with a focus on the role and importance of copyright.
- **Advocacy:** represent the organisation to reinforce its political messaging at the highest level at key events, meetings, conference and media platforms, industry and government membership forums and working groups e.g. UK Music, Alliance for IP, British Copyright Council and other relevant groups across music and creative sectors
- **Leadership:** work with the Policy and Public Affairs team, the BPI leadership team, as well as wider policy stakeholders and membership, to engage with and influence political decision-making to maintain and grow the position of recorded music businesses as key players

in the creative industries growth story. Chair and shape the agenda of key committees, primarily but not limited to the BPI Policy and Public Affairs Committee

- **Reputation & Communications management:** work with the Director of Communications and Head of Corporate Comms to ensure our communications strategy and storytelling around the recorded music sector is impactful, aligned, and compelling. Ensure BPI represents itself and members with probity and according to good practice in comms and government relations
- **Advisory:** Trusted advisory role to the CEO, Chair, Council, and Senior Leadership Team, and wider member stakeholders. Anticipate reputational risk, monitor the political and regulatory horizon, and brief the CEO, Chair and Board on emerging issues with clarity and pace.

Experience and Skills

Ideal Experience:

- Accomplished and experienced Public Affairs senior leader with a strong track record in sophisticated, very high-level political engagement, including government relations, policy development and public affairs/comms
- Experience in strategically aligning activities across departments in teams to shape positive sentiment, understanding and support for the recorded music sector
- You will already have an extensive political stakeholder network at the most senior levels
- Strong knowledge and experience of shaping the policy, regulatory and political landscape impacting the creative industries and related sectors
- Excellent and proven track-record in communication (written and verbal), influencing skills and relationship-building, with an ability to deepen our existing political

relationships across all levels of Government, Parliament and civil service officials

- Experience in using data and commissioning primary evidence, economic analysis and research to underpin BPI's advocacy, working closely with the Insight team and external partners.
- Excellent interpersonal skills and extensive stakeholder management experience
- Experience working in small or larger agile teams
- Track record of chairing meetings and bringing a political insight and an analytical lens to member and industry stakeholder engagement
- Demonstrable experience of leading and managing Consultation responses, Select Committee inquiries, briefings, and political engagement events

Skills and Competencies:

- A lateral and strategic thinker who is adept at translating a range of key activities, data, and evidence into strong policy advocacy and influence
- Strong political acumen and diplomacy as well as the ability to clearly communicate and translate complex issues into credible advice to shape recommendations on both strategy and tactics for the CEO and Chair, BPI Council (our Board) and other stakeholders, including senior executives in member companies
- Ability to rapidly digest and contextualise specific issues relating to the creative or music sector and translate into proactive policy positions and campaigns
- Excellent organisational and coordination skills and ability to skilfully and assuredly navigate sometimes complex stakeholder relationships
- Experience of leading and managing diverse teams in an inclusive way, setting strategy, objectives and managing workloads and key priorities across teams

- Managing budgets across political activity, evidence building and agency / consultancy support
- Collaborative attitude, effective in working with teams and colleagues across multiple departments

Terms of Appointment:

Salary: £100,000- £110,000 per annum depending on experience

Bonus: Performance-related bonus

Annual leave: 25 days annual leave plus bank holidays

Benefits:

- Three days of personal volunteering time per annum
- Private Medical Insurance
- Permanent Health Insurance
- Life insurance
- Annual Wellness Allowance
- Electric Vehicle Salary Sacrifice Scheme
- A hybrid work environment with flexible working policies

Equal Opportunities & Diversity

The BPI welcomes applications from suitably qualified candidates of all social backgrounds, including across all genders, ethnicities, sexual orientations, and those who identify as Deaf, disabled or neurodivergent.

The BPI is an equal opportunity employer and any decision to appoint will be made solely based on candidate merit and business need.

We actively encourage the best possible candidates to apply, regardless of their gender, race, age, disability, sexual orientation, religion or political belief. We believe that

representation matters, and we are passionate about developing a diverse workforce at all levels of the organisation. We warmly encourage applications from historically under-represented groups, including but not limited to candidates from Black, Asian or ethnic minority backgrounds; members of the LGBTQIA+ community; people who identify as non-binary or gender nonconforming; people who are Deaf or living with a disability; and people who are neurodivergent.

If you are Deaf, have a disability or additional need that requires accommodation during the process of application and selection, please do not hesitate to let us know when applying. Reasonable adjustments we can make include, but are not limited to, extra time during tasks, using a different video conferencing application, providing a British Sign Language interpreter or holding the interview at a specific time of day.

The BPI is proud to be a Disability Committed and Living Wage employer. The BPI is committed to offering an interview to Deaf and or disabled people who meet the minimum criteria for the job.

When you complete your job application form you will find a box at the bottom that says 'Disability Confident Application'. Please tick this box if you identify as Deaf and/or disabled and would like your application to be considered as a part of our commitments under the Disability Confident scheme. If you have a requirement to apply for the role in another format, by video for example, please ensure that you advise us on your application form that you are submitting an application in an additional format and that you wish to be considered under the scheme. There may be occasions where it is not practicable to

interview all disabled people that meet the minimum criteria for the job. In these circumstances we will limit the overall numbers of interviews offered and select the Deaf and/or disabled candidates who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.

The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

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.

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the British Phonographic Industry (BPI) on this appointment.

Candidates should apply for this role through our website at **roles.saxbam.com** using code **PSUA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring form.

Application Process

We know that applying for a new job can be full of uncertainties and we look to provide upfront information where possible. Our process for recruiting this role will comprise a minimum of two stages. After each stage, we will contact you as soon as possible to inform let you know if you will be progressing to the next stage.

The closing date for applications is **Friday 31 July**.

Stage 1

- Submit a CV and cover letter each totalling no more than one side of A4 here We ask all candidates to complete the BPI's Equal Opportunities monitoring form, which can be found on the Saxton Bampfylde application site. Equal Opportunities monitoring forms are anonymous and are processed independently to your application by members of the team not involved in the hiring process.
- Your application will be considered on a name blind basis by our recruiters.
- A longlist meeting will take place on **Thursday 6 August**.

Stage 2

- Successful candidates will be invited to an online preliminary interview with the recruiters for this role, Saxton Bampfylde, to be held the weeks commencing **10, 17 & 24 August**.
- A shortlist meeting will take places on **Tuesday 1 September**.

Stage 3

- Successful candidate will be invited to an online interview with members of the BPI senior leadership team to be held the **week commencing 7 September**. Interviews can be scheduled flexibly if needed.

Stage 4

- An in-person interview with the senior leadership team and representatives from the BPI's members communications teams to be held the **weeks of the 14 September**.

Stage 5

- A strategic and/or practical task to be prepared in advance will be set for stage 5 candidates around how you would approach a public affairs issue both strategically and operationally.
- An in-person interview with the senior leadership team and representatives from the BPI's members communications teams to be held the **weeks of the 21 September**, part of which will be to discuss the prepared task.

Stage 6

Employment offer, subject to reference