

## Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

## Your Role: Head of Corporate Affairs

### Your Purpose

In this role you will lead South Eastern Railway's Corporate Affairs function and lead the external affairs strategy, shaping and protecting our reputation, narrative and external voice. The role drives an integrated strategy across communications, media, public affairs, stakeholder engagement and contractual obligations with the Department for Transport.

It ensures clear, credible communication across a range of channels, strengthens relationships with government and industry partners, provides senior leadership during crises, and oversees a high-performing team delivering impactful engagement

### Your Talents

- You shape reputation with confidence** – A proven Corporate Affairs leader who knows how to build trust and manage scrutiny.
- You build influential relationships** – Skilled at engaging senior government, political and industry stakeholders
- You thrive in a crisis** – Calm, credible and experienced in leading incident and media responses.
- You're a natural storyteller** – Able to translate complexity into clear, compelling messages that land.
- You Dare to Lead** – Experienced in developing and inspiring multi-disciplinary communications teams.
- You think commercially** – Strong understanding of contractual obligations, governance and value-for-money decision-making.
- You deliver integrated comms** – Confident across media, digital, campaigns and stakeholder engagement, with a track record of making it all work seamlessly.



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## Your Responsibilities & Accountabilities

- ✓ Set and lead an integrated Corporate Affairs strategy across communications, stakeholder engagement, public affairs, media, digital and campaigns to strengthen South Eastern Railway's reputation.
- ✓ Own the organisation's external narrative, ensuring consistent, compelling messaging for major programmes, performance, achievements and partnerships.
- ✓ Act as a senior spokesperson, building trusted relationships with media, MPs, government, Network Rail, industry partners and community stakeholders.
- ✓ Provide executive leadership during crises, directing incident communications and maintaining robust, tested crisis response plans.
- ✓ Deliver coordinated, multi-channel communications and campaigns that enhance trust, improve passenger information and support strategic business priorities.
- ✓ Ensure aligned communications for major projects, working closely with Network Rail, internal teams and agency partners to plan, deliver and evaluate communications activity.
- ✓ Lead, inspire and develop the Corporate Affairs team, building a centre of excellence and developing trained spokespeople across the business.
- ✓ Support integration with Network Rail ahead of the establishment of Great British Railways
- ✓ Manage the Corporate Affairs budget, ensuring effective planning, forecasting, and value for money.
- ✓ Deputise for the Director of Communications and Stakeholder Engagement, including Board reporting, senior representation and leadership of strategic programmes.

## What we trust you to do – (Authority to Act)

- ✓ Lead all external and crisis communications, making real-time decisions on messaging, media handling and stakeholder engagement during incidents.
- ✓ Engage directly with senior officials at the Department for Transport, authorised to negotiate, influence and ensure compliance with communications-related contract obligations.
- ✓ Approve external communications outputs including budgetary decisions within the Corporate Affairs remit.
- ✓ Lead the political engagement activity plan and develop public affairs strategies to support business priorities.

## The way we work (our ways of working)

- ✓ **We think what if**  
We see something we could do better. We get involved.
- ✓ **We show we care**  
We look out for people. We do what we can to help.
- ✓ **We make great things happen**  
We take on a task. We get it done.

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Approved by

Alison Nolan, Communications and Stakeholder Engagement Director

