



# Candidate pack

Role: Public Affairs Officer



British Heart  
Foundation



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# Appointment of Public Affairs Officer

Dear Candidate,

Thank you for your interest in our role of Public Affairs Officer at British Heart Foundation (BHF).

It is my privilege to lead the Policy and Influencing team for one of the UK's largest charities and the nation's leading independent funder of heart and circulatory disease research.

British Heart Foundation is strong, highly effective and well respected nationally and internationally. Every day we turn to research for hope, which is funded solely by the generosity of our supporters. At BHF, we know the only way to get closer to a world free from the fear of heart and circulatory diseases is to invest in pioneering research that has the greatest potential to improve and save lives.

As a Public Affairs Officer you'll contribute to the work of the Policy and Public Affairs team, providing public affairs support as part of our policy-led influencing strategies.

We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the potential cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.


BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy, Igniting Change, which sets out a roadmap of the changes we want to see by 2025. Our growing commitment to equality and diversity spans across our organisation and we pride ourselves in being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

John Maingay

Director of Policy and Influencing





“CPR and heart surgery saved my life when I was six. Research made that happen.” - Jady Briggs

# About British Heart Foundation

For more than 60 years, British Heart Foundation has been at the forefront of cutting-edge research that has saved and improved millions of lives. But, despite this progress, our work is needed more than ever today. Over 7 million people are living with heart and circulatory diseases in the UK - that's our parents, grandparents, children and siblings. Heart and circulatory conditions remain the biggest killers globally.

We raise money to fund research that helps to save and improve lives, and to support people affected by heart and circulatory diseases. These diseases can affect anyone.

For over 60 years we've been a leading independent funder of research into heart and circulatory diseases. We are the UK's largest charity retailer with around 700 stores, an employee base of over 4,000, supported by a further 18,000 volunteers.

Our lifesaving work is primarily advanced through long-term investment in medical research. We have £437 million of BHF-funded research underway, with an aspiration to invest in excess of £1 billion in research over the next ten years.

We have so much to be proud of. But we know we're just scratching the surface of our true potential. And the challenges we face are as grave as ever.

There is nothing more precious than our hearts. But the tragic reality is that millions of people's hearts are at risk. Mounting numbers of people face an agonising wait for care, while many more live in hope of treatments and cures that could save or improve their lives.

At the same time, we stand at the precipice of revolutionary scientific advances. From unleashing the power of artificial intelligence (AI) and Data Science which could stop heart attacks and strokes, to finding revolutionary gene editing cures to end sudden cardiac death.

We need more support. By joining British Heart Foundation, you could help us bring hope to people living with heart and circulatory diseases in the UK.



# Being a responsible charity

We've become a more socially, environmentally and financially sustainable organisation.

Our core purpose is to save and improve the lives of people affected by heart and circulatory diseases. We raise money to fund research to find cures and develop treatments for the world's biggest killers. And we are determined to do this in a responsible way.

Climate change, environmental sustainability and social inequality are some of the critical challenges of our time and are clearly highlighted in the UN's Sustainable Development Goals. Our own health is dependent on the planet we inhabit, and the way societies are structured, which are often unfair and unequal on its people. We recognise our responsibility and the important role we play in tackling these issues.

Our strategy to 2030 highlights our commitment to being a healthy and inclusive place to work and a leading force for good in society. We are proud of our progress in the area. Our retail activities contribute significantly to the UK's economy and communities. Our EDI 'Igniting Change' strategy demonstrates

our commitment to improving equality, diversity and inclusion in all areas of our work, and we have programmes underway to reduce the environmental impact in many areas – from our transport to our supply chains. But we want and need to do more.

In response to soaring energy costs, we formed an Energy Efficiency Task Force and launched an energy awareness campaign, You Have the Power, to share energy saving information with BHF colleagues and volunteers.

Overall we were able to reduce our consumption by 10% over 2022-23. We will continue to explore energy efficiency improvements and to give our staff and volunteers more power to reduce energy consumption while providing a safe and comfortable working environment.

Funding animal research is not a decision we take lightly. You can read more relating to our commitments in research [here](#).

# Our strategy to 2030

Inspiring support, accelerating breakthroughs, saving lives.

BHF has never been more needed. But we're poised and ready to meet this moment.

Our strategy is a commitment to helping achieve this vision, and sets out the objectives and activities we will prioritise in the years ahead.





Team BHF attending  
Birmingham Pride 2023

# Equality, diversity & inclusion

Our push for equality, diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequalities.

Reducing heart and circulatory disease health inequalities is an important part of our strategy to 2030. The ongoing work of Kaleidoscope, our equality, diversity and inclusion group, as well as our Research Inequalities Working Group, demonstrate our commitments to improve equality, diversity and inclusion for our staff, our volunteers, and our funding activities. We want all of our BHF colleagues to have development and progression opportunities, and to embed a more inclusive culture throughout our organisation. Our EDI strategy, Igniting Change, sets out our roadmap of the changes we want to see by 2025.

Our Kaleidoscope group is made up of representatives from across the organisation. Our activities encompass accessibility to work and progression for those with care responsibilities, working parents, those with disabilities and long term health conditions, different age groups, those from underrepresented ethnic backgrounds, LGBTQ+ individuals and many more forms of diversity, visible and invisible.

We have a number of affinity groups within the organisation. These include spaces for working parents, individuals from different religious, racial, and ethnic backgrounds, members of the LGBTQ+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

Whilst working for BHF, we actively encourage our colleagues to feel safe to bring their true selves to work. We strive to create a culture where colleagues are inquisitive about diversity and keen to get involved in all activities which make individuality and inclusivity part of what we do every single day

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.

# Building an inclusive and supportive environment

Many heart and circulatory diseases are diseases of inequality. We are committed to funding lifesaving science for everyone, and we are committed to being an inclusive employer.

At BHF we want to ensure our workforce reflects the general population of the United Kingdom, so we can better represent the experiences and voices of the communities we support. A more diverse, inclusive, and fair BHF will not only improve the quality of what we do, but the impact we have.

## Staff engagement

Listening to our colleagues, and understanding what matters, is always the first step in improving the employee experience.

Our wide-ranging employee survey received record support (69%), and attracted 19,000 comments and views. Our engagement score, one of the most important measures we track, was maintained at 7.5 out of 10.

## Heartfest

In June 2022 we held our first Heartfest, an online festival that brought BHF colleagues together to celebrate our work and give everyone a chance to reconnect with each other and to our cause. The various interactive sessions featured colleagues, patients, researchers and supporters sharing inspiring stories, with music and wellbeing sessions adding to the festival feel.

Heartfest returned in 2023, bigger and better, and incorporated both online and in person events at BHF offices and shops across the UK.



## Becky's story

Becky Newham, Senior Manager, Planning and Performance: "I'm 38 and have been living with sight loss since the age of 8. I've worked with various individuals across the organisation to raise awareness of some of the challenges I face and improve some of our ways of working. For me to be fully included it requires support from everyone on an ongoing basis."

## Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQ+ community. BHF colleagues took part in Pride events across the country, including Edinburgh, Birmingham and London Pride events.



# These are our values

We are proud that the work we do is funding groundbreaking, lifesaving research that one day could see a world free from the fear of heart and circulatory diseases, including conditions such as heart attacks, stroke and vascular dementia.

That's why our values are key to defining who we are, how we do things and how we can achieve our ambitions so that every pound we raise funds the science that keeps millions of hearts beating.



## We're brave

We speak out. We're decisive. We're innovative.



## We're compassionate

We're open and honest. We respect others. We care.



## We're informed

We're clear. We're open minded. We're work together.



## We're driven

We're focused. We're determined. We keep learning.



# Our benefits

We all achieve more together when we're happy and healthy

As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here.

Our generous benefits include:



## Annual leave

Our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



## Healthcare

We offer employees private healthcare, dental health cover and a contribution towards your gym membership.



## Family leave

We offer 12-weeks' pay package for all family leave including maternity, paternity and adoption leave and are committed to offering returning parents and guardians the opportunity to work flexibly.



## Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



## Support leave

We offer a holistic support leave of up to 10 days leave to support colleagues in time of uncertainty, where you may need to take additional time away from work to support yourself or others during a life event, such as caring responsibilities, bereavement, and specialised medical appointments.



## Pension

Our generous pension scheme will support you to save for your retirement. You can contribute a minimum of 3% but can increase this to 8% or more, with employer contribution starting at 5% and increasing to a maximum of 10%.



# Job specification

## Job description

Job title	Public Affairs Officer		
Directorate	Chief Executive's Office		
Team	Policy and Public Affairs		
Reporting to	Senior Public Affairs Officer	No. of direct reports	0
Agility contract type	Blended		
Location	Dual - London office (NW1 7AW) and home based		
Budgetary responsibility	NA		
Job level	6	Date	April 2024

### Role summary

To contribute to the work of the Policy and Public Affairs team, providing public affairs support as part of our policy-led influencing strategies.

This role will support in improving outcomes for people with and affected by heart and circulatory diseases by influencing UK Government policy and legislation across the following areas, along with any others as identified by the Senior Public Affairs Manager:

- Helping the medical research environment to thrive
- Improving population-level health, including supporting the introduction of measures to bring down levels of obesity and smoking and better prevent high risk conditions for cardiovascular disease, such as high blood pressure.
- Tackling health inequalities and improving diagnosis, treatment, and support for people with heart and circulatory diseases
- Helping to ensure that the wider charitable environment in which the BHF operates allows us to maximise our income and support our beneficiaries.

The role will also support the Senior Public Affairs Manager in promoting British Heart Foundation (BHF) to parliamentarians in Westminster, helping to ensure that key decision-makers recognise BHF as a leading medical research charity and the expert on heart health. The Public Affairs Officer will also look for ways to engage Parliamentarians with our work in their constituencies.



## Key responsibilities

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Support the work of the Policy and Public Affairs team through providing public affairs advice and activities, as part of our policy-led influencing strategies. This includes:

- Take an active role in building relationships with key Westminster and Whitehall senior stakeholders and their staff.
- Contribute to the development and delivery of influencing plans to achieve policy aims in creative and impactful ways.
- Contribute to a BHF political stakeholder engagement programme, including by identifying stakeholders, suggesting strategies for how to engage them based on intelligence on their priorities and coordinating contact.
- Support the organisation of events to advance BHF's influencing priorities, such as 1:1 meeting, ministerial roundtables, party conference activity and parliamentary receptions, and considering how patients and researchers are represented.
- Prepare high-quality briefings and materials for external political audiences and senior internal stakeholders to support the delivery of BHF influencing priorities.
- Use parliamentary monitoring and carrying out horizon scanning to advise colleagues across the organisation on Government and parliamentary activity, and proposed BHF responses.
- Provide public affairs advice and support to, and proactively spotting opportunities to advance the interests of, coalitions of which the BHF is a member.

## General

- Manage relationships with external agencies relevant to projects.
- Provide written updates to the wider organisation on our public affairs work.
- Represent BHF at relevant stakeholder meetings as identified by the Senior Public Affairs Manager. This may include deputising for more senior members of the team.
- Attend party political conferences and meetings in Parliament.
- Chair internal meetings relevant to projects.
- Promote the use of social media to support the BHF's public affairs activities.
- Champion our public affairs work across the charity.
- Attend professional development opportunities.
- Any other relevant tasks as agreed with the Senior Public Affairs Officer.



## Person specification

### Knowledge, training and qualifications

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#### Essential

- Sound knowledge of the workings of the UK Government and parliamentary procedure and a working knowledge of the devolved administrations.
- Interest in and understanding of the external political environment and political developments as they affect the BHF.
- Understanding of the UK research ecosystem and the healthcare system in England, and the ability to use this knowledge to devise creative ways to influence decision-makers.
- Understand how social media can help add value to public affairs activity.
- Understand the role of BHF and other health and medical research charities in general and particularly in the political arena.
- IT literate with knowledge of Microsoft Office

#### Desirable

- Understanding of the EU political institutions and decision-making
- Sound understanding of political campaigning and of the interplay between campaigning and public affairs.

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### Experience

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#### Essential

- Experience of working in the UK Parliament, a public affairs agency or in-house public affairs team
- Experience of successfully influencing political stakeholders, ideally working with other stakeholders, to agreed objectives.
- Proven ability to write clearly, concisely, and persuasively for political audiences in a variety of formats and of summarising complex information swiftly and accurately for a variety of audiences.
- Experience of working jointly with a range of individuals and partner organisations

#### Desirable

- Proven track record in public affairs
  - Experience of involving patients in influencing work
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## Person specification

### Skills and attributes

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- Ability to understand and interpret complex policy issues and express them effectively to a range of audiences.
- Ability to successfully influence colleagues and external stakeholders.
- Ability to plan own workload, ensure effective time management and meet deadlines.
- Good communication skills, both verbal and written.
- A commitment to high standards of relationship management to achieve the best outcome.
- Ability to work on own initiative, proactively seizing opportunities to benefit the BHF.
- A commitment to promoting cardiovascular health.
- A good listener, able to empathise with a broad range of people.
- Flexible, able to work unsociable hours when occasionally require and confident in navigating uncertainty.
- Collaborative working style, happy working with others to achieve agreed policy and public affairs objectives.
- Effective interpersonal and negotiation skills, including ability to develop good working relationships with senior managers.

### Safeguarding

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At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

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# How to apply

To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a supporting statement, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment team. If you wish to speak with a member of the team regarding the role and your application please contact them on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on [careers@bhf.org.uk](mailto:careers@bhf.org.uk)



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