

# Communities Policy Manager



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

## The job, in a nutshell

To influence decision makers, develop public policy proposals, manage policy projects and provide specialist support to colleagues on the subject area based on analysis, evidence and expertise. The role will lead Age UK's policy work on issues linked to building good communities for older people, for example transport links, accessing good quality local services, and ensuring local charities have a voice with decision-makers. It will also continue Age UK's existing work on influencing policy on digital inclusion, which is likely to be a key theme for the charity going forward.

## What you'll do for us:

- Conduct analysis to develop public policy recommendations and to respond to proposals from central and local government, regulators, professional bodies etc. (based on assessment of the political, policy and practice context, and wherever possible assessment of costs and benefits).
- Develop and maintain expertise on policy issues relating to good communities for older people, for example transport and local services, and digital inclusion, along with any other issues as necessary or required.



“Age UK has provided me with tremendous opportunities to influence the UK's policy agenda, driving forward the improvements needed to better support older people. I have had the chance to work with colleagues across the organisation to make a real difference in the lives of older people. I feel motivated to come to work each day knowing that what we do has a real impact on the political agenda.”

**David Southgate**  
POLICY MANAGER

## Our values



Collaborative



Impactful



Ambitious



Inclusive

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- Project manage policy projects, working alone, with colleagues in project teams, or by managing consultants/contractors.
- Work with the Head of Policy to determine the strategy for Age UK's policy work plan.
- Act on behalf of the Head of Policy when required.
- Provide evidence-based analysis, drawing on a wide range of sources (including statistics, external research and older people's views and experiences); work with Research colleagues to assess and understand the evidence base, and commission new evidence when appropriate.
- Use in-depth expertise throughout Age UK's public policy and other influencing work, including knowledge of sector-specific issues and older people/ageing.
- Write communications for a diverse range of audiences in persuasive, accessible language, including consultation responses, reports and policy briefings.
- Be an advocate for older people by developing and managing stakeholder relationships, representing Age UK at external meetings, speaking at seminars/conferences, and developing effective partnerships.
- Undertake proactive and reactive media work as appropriate, working with Age UK's media team, including briefing print and broadcast journalists, and carrying out media interviews based on subject expertise.
- Provide support and challenge to Age UK colleagues across the Age UK group.

## Must haves:

- Excellent skills in policy analysis with a focus on robust evidence, understanding political and policy contexts, and finding solutions.
- Good numeracy skills, in particular analysing data to create and reinforce arguments for change.
- Excellent written communication skills with the ability to present complex issues in a persuasive accessible style to a range of different audiences.
- Good oral advocacy skills and ability to build influential relationships.

## Location

London / Hybrid

## People management

Yes

## Division

Influencing



[ageuk.org.uk](https://ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

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- A proactive and flexible approach, identifying and taking forward opportunities, shaping ideas, and developing partnerships.
- The ability to project manage complex influencing activities alone or with colleagues, and to manage a complex workload, set priorities and meet tight deadlines.
- The ability to assimilate new policy issues/ areas quickly, make connections between different policy areas, and initiate and frame new policy agendas.
- The skills to support and challenge internal colleagues, with self confidence and a commitment to helping others meet shared goals.

## Great to have:

- Experience of the subject area and /or older people's issues.
- Stakeholder management.
- Advocating for policy solutions to either politicians, civil servants, regulators.
- Talking to the media and/or public speaking

## Any other relevant details:

The job is flexible, although the post holder will be expected to come to the London office at least once a week, usually on a Wednesday, and have the flexibility to attend key meetings and events in London at other times (and occasionally travel in the UK).

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