



## JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Deputy Director of Policy and Influencing		
Location	London / Hybrid within the UK		
Contract Type	Permanent	Contract Length	N/A
Salary	£82,000 per annum (pro rata for part time hours)		
Office attendance / travel requirements	Expected travel for this role is: Majority of our roles can be performed hybrid. For this role you will be required to attend the office 2-4 days per month on average dependent on business needs. Travel costs to your contracted office will be at your own expense.		

## CONTEXT

Our mission is to beat blood cancer in a generation, and we're increasing our investment in research to help us reach that day as soon as possible. As well as funding for research itself, there are many other factors that are required for research to thrive in the UK – whether that is building capacity through supporting research careers through to government support for the infrastructure and conditions to conduct research. We are also seeing the power of AI and data science come to fruition, but much more needs to be done to realise their full potential.

However, we know that research alone can't get us there, and there are barriers to improving outcomes for blood cancer patients across the whole pathway – from diagnosis through to access to treatments even when they are approved. Clinical trials are an important option for many patients to access the latest therapeutics before regulatory approval, but only a fraction of patients are offered these. All of this is of course under-pinned by a multi-disciplinary workforce, which is currently struggling to deliver within the pressures of the system.

As Deputy Director of Policy and Influencing, the postholder will help us navigate this complex landscape and lead the strategic direction of the charity across our policy and influencing activity across all four nations.

You will have a strong foundation to start from. Our recently published Blood Cancer Action Plan was co-created with representatives across the whole blood cancer community – from clinicians and researchers through to charities and people affected by blood cancer. The Action Plan sets out recommendations across the five key areas which now need to be implemented into practice.

We are looking for a seasoned policy professional that can apply their expertise and experience to blood cancer and lead us in delivering the recommendations from the

Action Plan. You will have a deep understanding of the healthcare sector across the UK and how care is delivered within the NHS. Experience gained in cancer or in other complex disease areas would be an advantage. You will understand the role of Integrated Care Boards and Cancer Alliances in delivering services at the regional level in England, and how we can increase our engagement with the local systems and structures across all four nations.

You will bring demonstrable experience in leading policy campaigns and driving policy change at a system level, for e.g. at Government, NHS England or equivalent health systems level. As a key externally facing role for the charity, you will be comfortable engaging with a range of stakeholders. Key stakeholder groups include parliamentarians, civil servants, healthcare professionals, NHS and health board representatives, pharmaceutical companies, charity partnerships and alliances, and people affected by blood cancer.

You will be a spokesperson for the charity representing us at external meetings and conferences, as well as a media spokesperson.

Internally, this role sits in the Research, Policy and Services directorate and is part of the senior leadership team. You will therefore be expected to lead on cross-organisational initiatives and help us to work in a more integrated way that moves beyond individual remits. In addition, this role will work closely with our Fundraising teams, in particular our high-value and corporate partnerships teams. You will work with colleagues to develop funding propositions and projects that speak to our donor audience and support our strategic objectives.

## KEY RELATIONSHIPS

Reports to	Director of Research, Policy and Services
Line management responsibilities	Direct report of Senior Policy and Public Affairs Manager. Wider team includes: Policy and Public Affairs Manager 2x Policy and Public Affairs Officers
Key relationships	<p><b>Internal contacts:</b> Chief Executive and the Executive Team Deputy Directors across RPS Leadership team</p> <p><b>External contacts:</b> Government across all four nations, civil servants, NHS England, Cancer Alliances, ICBs, and Health Boards across all four nations. Coalition groups including Blood Cancer Alliance, Cancer52 and One Cancer Voice. Membership organisations such as AMRC and National Voices. Other charities with shared interests and priorities. Clinicians and other</p>

	healthcare professionals, and people affected by blood cancer
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## **MAIN RESPONSIBILITIES**

### **Strategic Leadership**

1. Lead, develop and manage the Policy and Influencing strategic vision with a particular focus on implementation of the recommendations from the Blood Cancer Action Plan.
2. Develop an approach to influence decisions at a more local-level to improve outcomes for blood cancer patients, particularly through work with ICBs and Health Boards, Cancer Alliances, and Hospital Trusts.
3. Provide policy, public affairs and influencing expertise at both Board and Executive level informing organisational strategy, advising on key external developments and the organisation's responses.
4. Ensure policy developments across broad areas are assessed for potential implications for people living with blood cancer and lead organisational response and policy direction.
5. Ensure Blood Cancer UK is positioned as a systems leader in blood cancer across all four nations, driving our activities as a delivery partner, convenor and advocate for blood cancer research, treatment and care.

### **Affecting change and external representation**

6. Lead policy development in key areas in the blood cancer field with an overview across the four nations of the UK.
7. Lead innovative, engaging, impactful campaigns which people affected by blood cancer have informed and been part of developing, and want take part in.
8. Lead on public affairs activity on UK-wide and England-wide issues at a national level
9. Lead on our coalition and partnership work with other charities in the policy space, specifically the Blood Cancer Alliance, Cancer 52, National Voices, and One Cancer Voice.
10. Build on our relationships with pharmaceutical and other industry partners where there are mutual areas of strategic alignment.
11. Develop and maintain networks of key contacts across all relevant spheres for engagement, building effective reciprocal relationships.
12. Act as senior representative externally for Blood Cancer UK, including in cross charity coalitions and on senior NHS groups and committees.
13. Develop our approach to involving people affected by blood cancer in our influencing work, including our Policy Panel and newly established Scotland Policy Panel. Ensure that we continue to reflect our community's priorities and co-produce work that is informed and influenced by the views and experiences of people affected by blood cancer, particularly those from typically under-represented communities.

14. Work with the Fundraising team to develop compelling proposals focused on delivering change for our blood cancer community that could be attractive to funders and that contribute to our overall fundraising ambitions, particularly in the Corporate donor space.

### **Operational management**

1. Lead on the delivery of the organisational strategy and priorities in the policy and influencing space, including specific programmes of work which span the whole organisation such as implementation of the Blood Cancer Action Plan.
2. Lead and develop the policy, campaigns and engagement team ensuring their work is effectively supported, opportunities to grow and develop are prioritised and shared and performance is effectively managed.
3. Work with our Communications team to support the development of our approach to communicating policy-related issues, including the organisation position and response to the changing policy environment.
4. Lead the development of positive collaborative relationships across the Research, Policy and Services Directorate, ensuring we are planning and delivering our work in an integrated way across teams.
5. Work alongside other directors, deputy directors and heads to form an integral part of the leadership team to design, plan and deliver directorate plans and objectives, and contributing to and leading cross-organisational projects and achievement of strategic objectives.
6. Making clear links with organisational and departmental strategy and priorities and using effective project management, lead on business planning, budgeting, delivery, monitoring, evaluation, lessons-learned and reporting.

### **THINGS WE ALL DO**

- Promote Blood Cancer UK's vision, mission and core values
- We're all fundraisers. This is slightly different for all roles, and your team will have fundraising KPIs and objectives we all work to
- Attend and assist at Blood Cancer UK events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Blood Cancer UK at any activity you attend
- All staff are expected to adhere to Blood Cancer UK's policies and procedures
- Do any other reasonable things your manager needs you to do
- We work in partnership with our community by actively involving people affected by blood cancer in the decisions we make about our work – what we do and how we do it

## PERSON SPECIFICATION

Skills knowledge and experience
Significant experience in developing and implementing influencing strategies with clearly defined short term outcomes and longer-term impact, underpinned by a robust approach to monitoring progress against objectives
Significant experience of building relationships for influence at a senior level in the political, healthcare and related environments that deliver results for the organisation
Experience of leading teams as well as managing programmes of work across a matrix structure. Strong leadership skills and experience of managing change.
In depth knowledge of the structures and processes of government, NHS, the three Nations and related healthcare systems and experience of navigating these effectively to access and influence key decision makers at a local and national level
Understanding of the medical research sector and the key policy considerations in this space
Demonstrable experience of having delivered highly effective health campaigns affecting positive change
Highly developed strategic and systems level thinking – able to make connections and understand the best approach for making impact
Excellent communications skills in all forums, in a high-profile context and with a broad range of stakeholders. Ability to use communication to influence, persuade and build consensus
Experience of building effective and sustained partnerships pharmaceutical companies or other corporate partners
Strong leadership and team working skills with experience of supporting and developing colleagues and modelling good practice in collaborative working
Experience of working with fundraising teams to secure income for policy and advocacy focused programmes of work
A commercial mindset with the ability to identify new opportunities for collaboration and partnerships that add value to the charity.
Confident as a media spokesperson, ideally across a number of different platforms
Fluent with digital collaboration tools to meet, share and collaborate with colleagues
Commitment to understanding users' and audiences' needs and behaviours, and developing products, campaigns, services and communications based on meeting these needs
A positive attitude to technology, insight and data, including an enthusiasm to use new technologies and ways of working to deliver team/individual objectives
Understanding of personal data under the principles of GDPR
A collaborative approach to working with other teams
Able to consider barriers users might face in using our products and services, and use this insight to make sure they are accessible to everyone