

# Director of Research & Public Affairs (Maternity Cover)

April 2024

# About alcohol harm and Alcohol Change UK

## **Alcohol harm is widespread, serious ... and completely avoidable.**

Too many of us can fall into the trap of believing that alcohol harm is limited to so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly and need our support, alcohol actually harms millions more people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, drink driving, or the street violence or domestic violence that can cause permanent injury and ongoing trauma. In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable and we exist to make that happen. The solutions to alcohol harm are complex, so a comprehensive approach is needed. We:

- campaign for better policies and regulation
- challenge cultural norms to create healthier drinking cultures
- deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- collaborate with our friends across the diverse alcohol treatment system to drive up access and impact, and
- develop new knowledge to ensure that our work, and the work of everyone who seeks to reduce alcohol harm, is based on the best available evidence.

We are not anti-alcohol. We are not even against drunkenness. Temporarily 'losing oneself' to a psychoactive substance has been a part of the human experience across history and cultures. We believe that people have the right to take whatever drugs they choose. But such choice must be mindful and free.

We **are** against alcohol harm. And we are **for** a society in which alcohol causes no serious harm, is always optional for everyone, is treated with caution rather than normalised or 'pushed', and in which any of us struggling with an alcohol habit is able to rapidly access the support we need, free from stigma.

## Our vision and mission

**Our vision:** A world free from serious alcohol harm.

**Our mission:** To significantly reduce serious alcohol harm in the UK.

## Our values

**Truthful:** We seek and tell the truth.

**Ambitious for change:** We are optimistic and determined.

**Compassionate:** We care deeply about everyone seriously harmed by alcohol, whoever they are.

# Research and Public Affairs at Alcohol Change UK

This is an incredibly exciting time to be joining Alcohol Change UK. We are into the first year of our ambitious new strategy which reflects the ambition of the organisation. The challenge now is to achieve that ambition while continuing to make meaningful change happen. This post leads on two of our five 'impact areas' and is therefore a hugely important role within the charity and, indeed, within the sector.

## Research

- Research is at the heart of our work. Our five-year strategic implementation plan sets out a dynamic and multi-faceted research work programme which you will be charged with delivering. We are committed to being an evidence-based organisation and to promoting the use of the evidence-base in the policies and practices of others. We primarily focus on in-house and commissioned research, enabling us to focus on research that most directly meets our knowledge needs. Our research is predominantly into the causes of alcohol harm and, critically, the solutions. Our team also advises on and supports research and evaluation for other teams in the organisation to inform and improve our work to tackle alcohol harm.

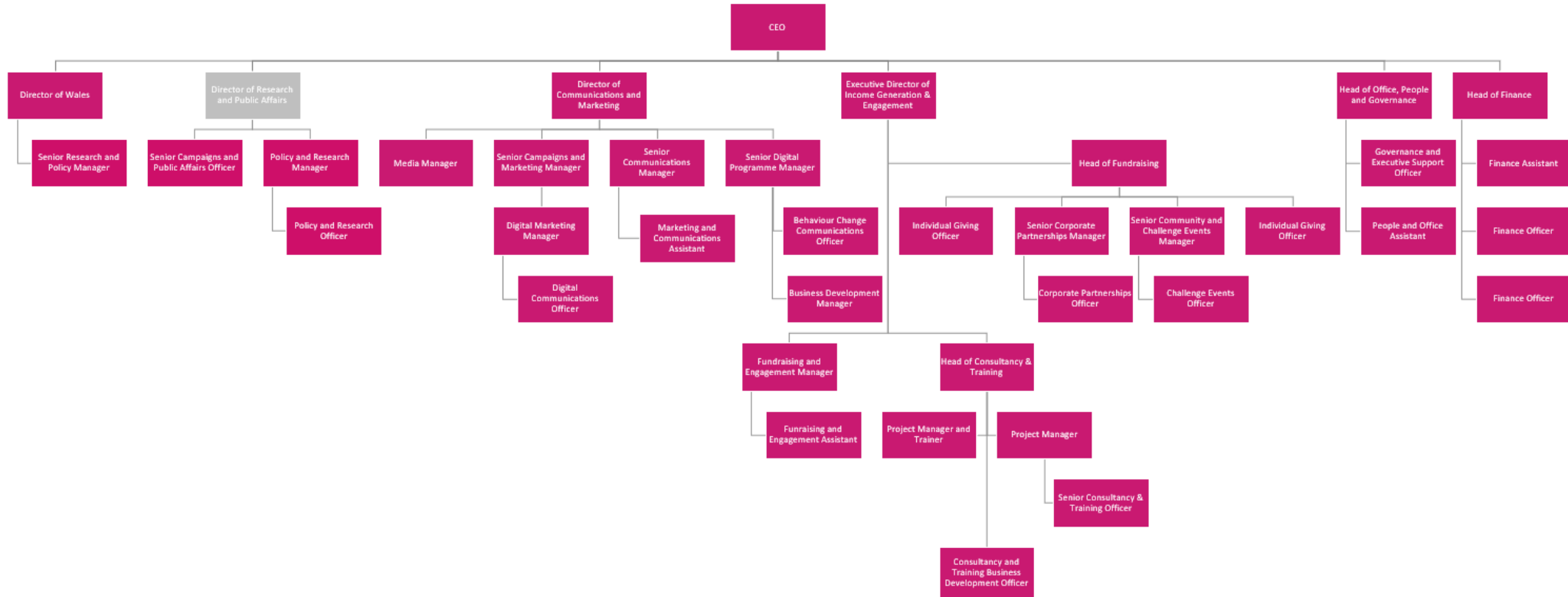
## Public Affairs

- Better policies and regulation will enable alcohol harm to be reduced faster, more sustainably, for more people. Indeed, without the right public policies in place, alcohol harm can never be eliminated. We are calm but determined in our work to influence policy, using the evidence-based while also speaking from our values. We have three key policy asks:
- proper, sustainable funding for an alcohol treatment system that is effective, inclusive and free to access
- higher priced alcohol to reduce consumption amongst those who are at risk of serious alcohol harm
- a regulatory system for marketing, advertising and labelling that is appropriate to the real risks and dangers of alcohol and that protects those at risk.
- You will be charged with securing as much commitment as possible from the new Government to deliver positive change, primarily in Westminster, but also linked up with action in Cardiff, Holyrood, Stormont, and internationally. It is an essential part of our philosophy that we combine and balance structural (or environmental) approaches to alcohol harm with approaches that emphasise the empowerment of individuals affected by alcohol harm.

You will have at your disposal some fantastic assets to make this happen:

- a great team culture and a dynamic and positive working environment
- a small but brilliant Research & Public affairs team
- an engaged and supportive trustee board that has committed significant budget to these work programmes
- brilliant colleagues in our Wales office who will collaborate with you on research and public affairs
- an engagement programme that has already delivered over 15,000 campaigners, activists and spokespeople for the charity
- an enviable history of research funding and excellent contacts across the alcohol research field
- a central role in leading sector alliances the Alcohol Health Alliance (AHA) and Alcohol and Families Alliance (AFA)
- the secretariat role for the APPG on Alcohol Harm
- a strong range of contacts across Government.

# Where you'll fit in



# Director of Research & Public Affairs (Maternity cover)



## Role description, April 2024

Reports to: CEO  
Direct reports: Policy and Research Manager, Senior Campaigns and Public Affairs Officer  
Location: Kings Cross, London, WC1X 9NW but with high level of flexibility for remote working  
Status, hours: Maternity cover, initially for 9 months  
Salary: Grade A+ (Director level), in the range of £61,117- £68,671 (depending on skills knowledge and experience), plus benefits.

### Role Summary

As the Director of Research and Public Affairs you lead a team working across the full range of research work (including commissioning and in-house research) and public affairs work (including policy analysis, advocacy work and mobilising our activists). You also contribute to the charity's strategies, leadership and governance as a member of the Executive Team. Ultimately, your role is to generate new knowledge; and communicate knowledge, ideas and emotions to change hearts and minds, creating tangible reductions in alcohol harm across the UK.

### Key Tasks and Responsibilities

#### Leadership, strategy & planning

1. Lead the research and public affairs functions at Alcohol Change UK.
2. Produce and deliver plans across our research and public affairs work programmes that are ambitious for change (impact), realistic given our resources, and consistent with our strategy, our other work programmes, and our values.
3. Set budgets, tightly control costs and identify opportunities for making savings, growing income and making the case for investment.
4. Appropriately monitor and evaluate our research and public affairs work with a view to knowing, growing and showing the impact we make.

#### Research

5. Work closely with the CEO, Policy and Research Manager, R&P sub-committee and Wales Office to determine and oversee the charity's programme of commissioned research-and in-house research.

6. Ensure that all research is designed with impact-in-mind and, once complete, that it delivers on that impact through active and ongoing communication of the findings to the right audiences with the right messages through the right channels.
7. Lead the research function to be the central hub for the charity on the topic of alcohol harm and its solutions, staying on top of new research.
8. Influence the research spending of other agencies (e.g. NIHR) with a view to maximising funding into alcohol research in general.

#### **Public Affairs**

9. Lead and manage the charity's public affairs activity, deploying the CEO, Research & Policy Officer and other staff as a team.
10. Lead our work with external alliances, such as the Alcohol Health Alliance and the Alcohol and Families Alliance, and on the APPG on Alcohol Harm.
11. Develop excellent relationships with Parliamentarians, civil servants, charities and other important institutional actors in our field.
12. Build Campaigner journeys for our engagement audience to best mobilise them to enhance our influencing work.
13. Lead on the commissioning and management of any external public affairs agencies, parliamentary monitoring services and similar suppliers.
14. Ensure our policy positions are kept up-to-date, based on emerging evidence and contemporary thinking, and consistent with our principles.
15. Work closely with the Director of Engagement and Fundraising to effectively mobilise and deploy our activists, Community Champions and other supporters so they (i) make a difference, (ii) become better informed over time, and (iii) remain motivated to campaign for our cause.
16. Work closely with the Director of Marketing and Communications to influence all forms of media to better support our desired outcomes.

#### **Team Leadership and Management**

17. Lead and manage the research and public affairs team(s), ensuring excellent line management.
18. Lead the process of recruiting and inducting new team members, as appropriate.
19. Proactively develop your own skills and experience as well as those of staff within your team.

#### **Cross-organisational Role**

20. Act as a spokesperson for the charity at high profile events and across media, including radio and TV.
21. Be an active and positive member of the charity's Executive Team.
22. Work with colleagues across the charity to support their work and to act as 'one team'.
23. Work particularly closely with colleagues in the Wales office, optimising opportunities for joint working.
24. Contribute actively and positively to the development of charity-wide strategies and activity.

#### **Other Duties**

25. Continually develop your knowledge of alcohol harm and solutions to it.
26. Act as a positive ambassador for Alcohol Change UK at all times.
27. Know, embrace and actively uphold the values of Alcohol Change UK at all times.
28. Other reasonable duties at the request of the CEO.

# Director of Research & Public Affairs

Person Specification, April 2024



	Essential	Desirable
<b>Knowledge, Qualifications</b>	<ul style="list-style-type: none"> <li>Expert knowledge of policy-making and policy-influencing in the UK</li> </ul>	<ul style="list-style-type: none"> <li>A postgraduate degree, covering advanced research methods, in a broadly relevant topic</li> <li>Knowledge of alcohol harm research</li> <li>Knowledge of alcohol harm policy issues</li> </ul>
<b>Demonstrable experience of</b>	<ul style="list-style-type: none"> <li>Leading a public affairs team for a charity</li> <li>Successfully working with the UK Government to deliver policy change</li> <li>Working in coalitions and alliances</li> <li>Motivating, mobilising and guiding activists and campaigners</li> <li>Managing complexity, uncertainty and risk</li> </ul>	<ul style="list-style-type: none"> <li>Undertaking, funding or commissioning research</li> <li>Doing policy analysis</li> <li>Supporting an APPG</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>Outstanding verbal communication skills, including outstanding listening and interpersonal skills, skills in engaging diverse stakeholders, and negotiation skills</li> <li>Excellent writing skills, including speech writing and producing reports</li> <li>Excellent organisational and planning skills</li> <li>Excellent decision-making skills, able to consider multiple options without undue delay, to consider risks, and to take decisions despite uncertainty</li> <li>Strong ability to analyse quantitative and qualitative data</li> <li>Creative, with the ability to innovate</li> <li>Ability to explain complex topics simply</li> <li>Skills in task and line management</li> </ul>	<ul style="list-style-type: none"> <li>Skills in social media</li> </ul>
<b>Personal attributes and values</b>	<ul style="list-style-type: none"> <li>Very high level of professionalism, hardworking, and ambitious for both the charity and the research and public affairs functions</li> <li>Very high level of integrity</li> <li>Very high aptitude for team-working and creating 'one team'</li> <li>Compassionate, humane and empathetic</li> </ul>	<ul style="list-style-type: none"> <li>Personal interest in the mission of Alcohol Change UK</li> <li>Enjoyment of being in an organisation experiencing dynamic change</li> </ul>



## Working at Alcohol Change UK

Hours of work	35 hours per week. There are no fixed start and end times to the day. All staff can open/close the office.
Flexibility	We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to support the Dry January® campaign.
Place of work	Our modern and well-equipped office is located at 27 Swinton Street, Kings Cross, London, WC1X 9NW. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. There will be expectations for this role to attend the office and meetings in London fairly frequently (at least once a week). We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	33 days' holiday (including bank holidays), rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices.
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. The notice period for this role is twelve weeks.

# How to apply



We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

**Any questions?** We hope this candidate pack has given you a good sense of the role and the charity. A lot more information is available on our website, including our strategies and annual report and accounts. However, if you have any questions about the role or would like an informal discussion about the role, you are very welcome to email Richard Piper, CEO, at [richard.piper@alcoholchange.org.uk](mailto:richard.piper@alcoholchange.org.uk) to set up a chat.

## Your data

Before you apply, please read our privacy notice for details on how we use your information: <https://alcoholchange.org.uk/privacy-notice>

## How to apply:

- ✓ Use our online form here: <https://app.beapplied.com/apply/5gillnewvc>
- ✓ Upload your CV (max 3 pages, including two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

**We only accept applications via our online form and will discard applications received in other formats.** If for accessibility reasons you are unable to use the online form, please contact us at the earliest opportunity via [jobs@alcoholchange.org.uk](mailto:jobs@alcoholchange.org.uk). We will be happy to make adjustments.

## Timelines

**Deadline for us to receive your application:** *Strictly Midnight, Wednesday 8 May 2024.* The online application form gives a date and time stamp to all applications.

**We will aim to get back to you by:** *Thursday 9 May 2024*, All applicants will receive a response.

**Interviews:** *Monday 13 May 2024* (please save this date!)