

POLICY MANAGER

RECRUITMENT PACK

Institute of Health Visiting | c/o Royal Society for Public Health,
John Snow House, 59 Mansell Street, London E1 8AN

Tel: +44 (0) 207 265 7352 | Email: info@ihv.org.uk

Susan Tokley, Chair; Alison Morton, CEO

Registered Charity Number 1149745

Founded in 2012

ABOUT THE INSTITUTE OF HEALTH VISITING

Our Mission

The Institute of Health Visiting (iHV) is an independent charity, professional body and centre of excellence – established to strengthen the quality and consistency of health visiting for the benefit of all babies, children, families and communities, to improve health and reduce inequalities.

Our Values

In the context of deteriorating child and family health, and growing recognition of the importance of prevention and early intervention, we are impatient for change. We courageously challenge inequalities in outcomes and healthcare provision in the earliest years of life.

- **We believe** in a better future and that change is possible. Improving public health outcomes for babies, children, families and communities is at the heart of health visiting practice. We focus our efforts and work with partners to influence policies affecting health, and act as a voice for our profession. And we won't stop!
- **We believe** that health visiting is an important part of the solution to improving public health outcomes for babies, children, families and communities. When appropriately resourced, health visiting provides a vital infrastructure of support that is central to improving health and reducing inequalities.
- **We are committed to** ensuring the highest standards of education, learning and development, innovation and research, and professional leadership, to support evidence-driven practice and enable world-class health visiting. We know that health visiting leaders flourish in an environment of academic and professional excellence.
- **We are committed to** the active promotion of equality, diversity and inclusion in everything that we do. We want to enable an organisational culture that values diversity and we are committed to eliminating unlawful discrimination.

Our Strategic Priorities

Our work spans the breadth of health visiting policy and practice, learning and development, and innovation and research - giving us a unique understanding of the strategic context for health visiting now and in the future. We focus our resources where we think we can make the biggest impact.

Our business plan is centred on four key priorities for our work (what we do):

- Influence policy to improve health, reduce inequalities and strengthen health visiting
- Support quality improvement, research and innovation in health visiting
- Build professional skills and knowledge to enhance health visiting workforce capability and leadership development
- Grow, sustain and support our membership and meet their needs.

How we work in a changing world

We have a further four priorities to ensure robust governance within our organisation (how we do it):

- Make the iHV a great place to work and develop
- Good governance, infrastructure, financial and quality management
- Equity, diversity and inclusion
- Environmental sustainability.

The iHV is a UK-wide organisation (www.ihv.org.uk) for health visitors, members of health visiting teams, students, retired practitioners and those interested in the profession, who join as iHV members through a variety of schemes that we offer.

Welcome from our CEO

Dear Applicant,



Thank you for your interest in the post of Policy Manager at the Institute of Health Visiting (iHV). The iHV is the leading professional body for health visiting in the UK. With a growing membership, we are an optimistic organisation, and we can see a bright future ahead. This role provides a unique opportunity to join us as we seek to strengthen health visiting across the UK and improve outcomes for the babies, children, families and communities that we serve. This role is vital to our work, supporting health visitors (and their teams) to deliver on their key purpose to improve health and reduce inequalities.

The iHV is a reputable organisation within our industry and we work in a fast-paced environment, where two days are never the same (you can read our latest Annual Report, with highlights [here](#)).

The iHV is seeking an experienced Policy Manager to join our team. This is a rare opportunity to play a key role in shaping national policy related to health visiting and influence decision makers across England and the wider UK. The role brings lots of variety, covering priority areas across child and family health, prevention and public health, child protection and workforce - influencing systems to reflect the needs of babies, children, families and communities, and the health visiting workforce that supports them.

As Policy Manager, you will play a central role in developing and delivering iHV's policy work. You will work closely with our clinical team, members and partners to develop evidence-based policy positions, contribute to influencing activity, and help ensure that the voice of health visiting informs national decision-making. This role is ideally suited to someone with policy experience in government or the wider public sector, or in a relevant health or children's organisation.

You will be joining a leading professional body and health visiting charity, with a committed and friendly team who all share passionately in the organisation's [vision](#) and work to turn this into reality. We know that the people who work at the iHV are its greatest asset and have made it the successful organisation that it is today. We believe that when everyone who works at the iHV is happy and feels supported to do a great job, then they care about the work that they do, which in turn is good for the organisation. You will also be rewarded knowing your work is making a real difference to babies, children, families and communities, and the health visiting teams that support them.

If you have the skills and experience required and would relish the opportunity of working within a growing organisation, we would love to hear from you.

With best wishes,

A handwritten signature in black ink that reads "Alison Morton".

Alison Morton, iHV CEO

JOB DESCRIPTION

POLICY MANAGER

Reports to:	CEO
Accountable to:	CEO
Salary:	£45,678 per annum (full-time equivalent), pro rata to £27,407 for 0.6 FTE, plus 10% employer contribution for iHV pension scheme.
Terms of employment:	Permanent position (subject to 6-month probationary period).
Hours:	Part-time – 22.5 hours per week (0.6 WTE)
Location:	Home-based or hybrid if in proximity to our Emsworth Office, Hampshire. The post also requires overnight travel on occasions in the UK for training, meetings, conferences and key events as appropriate.
Key Relationships:	iHV CEO; Director of Innovations and Research; Director of Programmes (Learning and Development); iHV Clinical team members, iHV Corporate team; 0-19 provider service leads and commissioners; Department of Health and Social Care and other government department officials; Professional bodies and other nursing charities; CQC; NMC; Parliamentarians and their staff teams; and third sector organisations
Leave:	25 days per annum (full-time equivalent), plus bank holidays. Leave entitlement for part-time staff is calculated on a pro rata basis. Annual leave increases to 30 days per annum (full-time equivalent), pro rata, after 2 years' continuous service at the iHV.

Summary of Job Purpose and Scope:

Purpose of the Role:

To shape and influence health policy to improve outcomes for babies, children, families and communities, supporting the organisation's mission to advance excellence in health visiting.

Key areas of responsibility:

1. Policy Influencing:

- Lead the co-development of high-quality, evidence-based policy positions with iHV's clinical members, ensuring professional expertise and frontline insight inform national decision-making, and align with iHV's strategic priorities to promote the value of health visiting and improve outcomes for babies, children and families.
- Monitor and analyse emerging policy, legislative and practice developments to inform priorities and identify opportunities for iHV to influence change.
- Produce clear, high-quality policy outputs, including consultation responses, briefings, analysis and reports, ensuring complex issues are communicated effectively to different audiences.
- Support the development and delivery of policy activity, helping to ensure that evidence-based solutions are understood and considered by decision-makers.

2. Stakeholder Engagement & Partnerships

- Build and maintain effective working relationships with stakeholders across government, academia, professional bodies, charities and the wider health and care system.
- Work collaboratively with partners and sector alliances to build shared understanding,

strengthen relationships and support collective influencing on child health and family health, early years and health visiting priorities.

- Represent iHV at external meetings, events and policy forums, contributing to discussions and sharing relevant expertise.

3. Insight, Evidence & Professional Voice

- Gather and synthesise frontline practitioner insight and intelligence to inform policy development and ensure iHV's work reflects current practice, opportunities and emerging challenges.
- Contribute to building iHV's reputation and external profile across key policy areas, supporting the organisation to be recognised as a trusted voice in child and family health, health visiting and early years policy.

4. Project Delivery & Organisational Support

- Support the delivery of policy and influencing projects, applying strong organisational and project management skills to meet deadlines and coordinate inputs from colleagues and partners.
- Provide support to policy groups, advisory bodies and senior leaders through the preparation of briefings, coordination of meetings, and tracking of insights and actions.
- Contribute to funding applications and project development activity, helping to provide a policy lens to support the sustainability and growth of iHV's policy and influencing work.

5. Engagement & Professional Community

- Support engagement activities, including events, conferences, networks and special interest groups, to strengthen connections with the profession and promote shared learning and ideas.

Other:

- Work with colleagues to improve the quality of the work of the iHV, identifying and managing risks, and constructively challenging ways of working, influencing, and supporting other iHV team members where necessary.
- Have an excellent professional working relationship with colleagues to deliver corporate goals and objectives.
- To participate in all mandatory training as required.

NB: The above is only an outline of the tasks and responsibilities required of the role. You will carry out any other duties as may reasonably be required by your line manager. The iHV is an expanding and evolving organisation, and as such, the job description and person specification will be reviewed on an ongoing basis in accordance with the evolving needs of the wider team.

Person specification		
Criteria	Essential	Desirable
Qualifications	Educated to degree level in a relevant subject (e.g. public policy, public health, social sciences, healthcare or similar) or equivalent professional experience.	- Relevant postgraduate qualification (e.g. public policy, public health). - Project management qualification.
Knowledge and Experience	- Experience of working in a policy role within a relevant sector (e.g. government department, health, public sector body or charity - early years, children and families). - Understanding of UK policy-making processes and the health and care landscape, including key institutions and decision-making structures. - Knowledge of child health/ early years policy. - Experience of developing evidence-based policy positions, including drafting briefings, consultation responses or reports. - Experience of gathering and applying evidence from a range of sources, including research, data and stakeholder insight. - Experience of working collaboratively with a range of stakeholders, including professional bodies, charities, government or academic partners. - Experience of supporting or delivering projects, with an ability to coordinate activities and manage competing priorities.	Knowledge of health visiting policy and practice.
Skills	- Ability to analyse and interpret complex information and evidence from multiple sources - and translate it into clear, practical policy recommendations. - Exceptional writing skills, with a proven ability to produce authoritative, high-impact briefings, reports and policy documents that are clear, persuasive and tailored to diverse audiences. - Strong interpersonal and relationship-building skills, with the ability to work effectively with diverse stakeholders and partners. - Ability to collate and synthesise insight, including frontline practitioner perspectives, quantitative and qualitative data, to inform policy development. - Good organisational and project management skills, with the ability to prioritise work and meet deadlines. - Confident verbal communication skills, including contributing to meetings, events and external discussions. - Strong digital and data literacy, with the ability to leverage digital tools and emerging technologies (including AI) to enhance evidence-gathering, policy insight and operational effectiveness.	

Values and Behaviours	• Commitment to improving outcomes for infants, children and families and supporting the health visiting workforce. • Collaborative and team-oriented approach, with a willingness to work across organisational and sector boundaries. • Proactive and adaptable, with the ability to respond constructively to emerging issues and changing priorities. • Solution-focused mindset, with the ability to approach complex challenges positively and pragmatically. • Integrity and professionalism, with a commitment to evidence-informed practice and credible influencing. • Appreciation of the importance of elevating lived experience and professional voice in policy development.	
Equality, Diversity and Inclusion	• Proven ability to champion equality, diversity and inclusion, recognising how personal behaviour and professional actions contribute to creating fair, inclusive and equitable environments; ensuring that policies, decisions and working practices reflect and promote these principles.	
Other	• Experienced in using all Microsoft Office applications, knowledge of Adobe programmes, and some knowledge/experience of platforms e.g. SurveyMonkey. • Ability to work flexibly to meet the needs of the role. • Ability to travel as necessary – access to a vehicle/good road and rail links.	

GENERAL RESPONSIBILITIES APPLYING TO ALL STAFF:

The postholder is required to follow iHV policies and procedures.

Confidentiality / Data Protection / Freedom of Information

Postholders must maintain the confidentiality of any sensitive iHV information and business in accordance with the Data Protection Act of 1998 and GDPR.

If any member of staff has communicated any such information to an unauthorised person, those staff will subject to disciplinary action including potential dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of an unauthorised disclosure of information.

Information Governance:

All staff must comply with information governance requirements. These include statutory responsibilities (such as compliance with the Data Protection Act), following national guidance (such as the NHS Confidentiality Code of Practice) and compliance with local policies and procedures (such as the Trust's Confidentiality policy). Staff are responsible for any personal information (belonging to staff or patients) that they access and must ensure it is stored, processed, and forwarded in a secure and appropriate manner.

Equal Opportunities

Postholders must at all times fulfil their responsibilities with regard to the Institute's Equal Opportunities and Equality Policies.

The Institute of Health Visiting is fully committed to the active promotion of equality and diversity in everything that we do. We want to create an organisational culture that values diversity and demonstrates due regards to the characteristics of the Equality Act (2010) through our employment practices, the work that we do and the products and resources that we produce. We are committed to encouraging equality and diversity among our staff and eliminating unlawful discrimination.

Health and Safety

All postholders have a responsibility, under the Health and Safety at Work Act (1974) and subsequently published regulations, to ensure that the organisation's health and safety policies and procedures are complied with to maintain a safe working environment.

Risk Management

All postholders have a responsibility to report risks such as delays in delivering work programmes.

Appraisal

All staff are required to partake in a joint annual review of their work which appraises performance and behaviours, including 360 appraisals.

Values and Behaviours

The iHV has developed a clear vision for the direction of the organisation. [A set of values](#) and behaviours have also been developed and agreed to underpin this vision. All iHV employees will be expected to demonstrate an understanding of and commitment to these values and behaviours, which are reviewed through the appraisal processes.

Flexible Working

As an organisation the iHV is committed to supporting flexible working arrangements, when possible, if they do not interfere with the successful delivery of the postholder's responsibilities.

Safeguarding children and vulnerable adults

All iHV staff should work within the iHV Safeguarding policies. Postholders who have a direct responsibility for safeguarding children and vulnerable adults in the course of their work should provide evidence of a DBS.

Visa restrictions

Entitlement to work in the UK. This role does not meet the eligibility requirements for a tier 2 certificate of sponsorship under UK Visas and Immigration Legislation. The iHV will not be able to sponsor individuals who require the right to work in the UK to carry out this role.

WHAT WE OFFER

- The chance to work in a leading charity and professional body for health visiting and make a significant impact on the health visiting profession and its work to improve health outcomes for babies, children, families, and communities.
- A dynamic and supportive work environment – working with a team of people who are genuinely committed to our charity's core mission and values and making the iHV a 'great place to work'.
- Opportunities for professional development.
- Hybrid and flexible working options. This post will require some UK travel.
- Holiday - 25 days annual leave, plus bank holidays (increasing to 30 days leave after 2 years employment at the iHV – pro rata for part-time staff).
- Workplace pensions – the iHV has a generous organisation pension scheme, with 10% employer contribution and a personalised employee contribution to suit your needs.
- Team Away Days – We gather together as a whole team once a year for our 2-day awayday, and at regular intervals online and at our conferences throughout the year. We value our time together as a team to celebrate the work that we have done, learn together, share ideas and constantly look for ways to improve what we do for the benefit of the people that we serve – with a mix of work and fun to build relationships and connections across our organisation.

APPLICATION PROCESS

We welcome applications from candidates who can demonstrate the skills and experience to undertake this role. We offer opportunities for personal development and career progression within the role.

How to Apply: Please complete the application form and submit this with your CV to jobs@ihv.org.uk.

Closing date for applications: 9am on Wednesday 29 July 2026.

Hold the date for interview on: Wednesday 5 August 2026.

Please advise us if you are unable to make this date. We may, if appropriate, arrange a second round of interviews.

Contact Information: For further information or for an informal chat about the role, please contact Alison Morton, CEO via info@ihv.org.uk