

JOB DESCRIPTION

Job Title	Head of Influencing
Department	Influencing
Reporting to	Director of Policy, Grants and Influencing
Line Manages	Media Communications Manager, Public Affairs Manager, Scotland Policy and Public Affairs Manager, Campaigns Manager
DBS check requirement	Basic
Location	Avonmore Road, London W14 8RR (with hybrid working)

Our vision

Every older person can afford to live well.

Our mission

We stand with older people in financial hardship, offering urgent help today, and shaping a fairer, more secure tomorrow

JOB PURPOSE

At Independent Age our influencing goals are grounded in our deep evidence and expertise about older people experiencing financial hardship, and our knowledge of which systems need to change so that no one faces financial hardship in later life. We raise awareness of poverty in later life and advocate for the solutions that would tackle it.

This contract is to cover maternity leave, working closely with the CEO, the Director of Policy, Grants and Influencing and the Head of Policy, Research and Participation, the Head of Influencing will lead a powerful influencing programme. They will ensure that our work is centred around the experiences of older people in poverty, and that we undertake strategic and sustained influencing activity to persuade key decision makers and persuaders to support and act on our policy recommendations across the nations. Alongside providing cross organisational media communications support. The Head of Influencing will provide effective, inspirational, transparent and compassionate leadership and line management to colleagues in the Influencing department.

KEY RESPONSIBILITIES

- Working collaboratively with the Director of Policy, Grants and Influencing, the Head of Policy, Research and Participation and to lead the development and delivery of influencing strategies across the nations to transform the systems keeping older people in poverty, effectively target decision makers and securing support for our policy calls.
- Lead the Influencing department to identify and nurture productive relationships with external stakeholders, including politicians, officials, think tanks, journalists, celebrities and other charities.

When needed represent the charity on project boards, external working groups and coalitions.

- Build close working relationship with the Senior Leadership Team and provide professional advice and guidance at both strategic and operational levels on influencing activity, including ensuring a robust briefing process is in place ahead of meetings and media appearances.
- Work with the Campaigns Manager to lead our strategic approach to mobilisation, empowering staff, campaigners, volunteers and other organisations to take action to influence positive change across the nations.
- Lead the effective monitoring and evaluation of influencing activity across the nations, ensuring quality, understanding return on investment and demonstrating impact. Prepare evaluation reports and updates on influencing activity for Trustees, funders or other stakeholders.
- Ensure our Media Communications activity support colleagues across the organisation to promote their work internally and externally to increase awareness of Independent Age's activity, raise the charity's profile and position us as a thought leader.
- Oversee crisis communications and management of the charity's external reputation.
- Play a significant role in the leadership of the Directorate and wider charity, feeding into and driving forward cross-directorate and cross-organisational initiatives, including ensuring Influencing colleagues support other departments through ad-hoc content and expertise.
- Work occasional evening and weekends when needed.

Leadership and Management

- Provide trusted, empowering and transformative leadership to support the charity's mission.
- Lead the development and delivery of strategies, departmental plans, policies and procedures within your remit.
- Foster cross-organisational collaboration to achieve shared goals, maximise opportunities, share learning and support income generation where appropriate.
- Build and maintain a high-performing team through effective leadership, objective setting, performance management, and team development.
- Champion equity, diversity and inclusion and ensure lived experience informs our work (as relevant).
- Own and manage your budget, ensuring effective use of resources and value for money through careful procurement and cost management.
- Manage operational risks, escalating as appropriate, and contribute to business continuity planning and incident management.
- Embed the organisation's impact framework within your area of responsibility, where relevant, ensuring high-quality data, reporting against KPIs to demonstrate impact, and making evidence-based decisions.
- Promote the use of technology and AI to improve efficiency, effectiveness and impact, in line with organisational policies.

General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

[How We Work](#)

At Independent Age, we live by our values and EDI principles.

Our **values** are:

- **Trusted** - a culture based on reliability and mutual respect
- **Empowering** - an inclusive approach that helps people thrive
- **Transformative** - a commitment to meaningful, intentional change towards shared goals

To put our **EDI Principles** into practice, we will:

- **Champion equity, diversity and inclusion**
Challenge inequality, celebrate diversity, promote equity of opportunity, promote diverse representation, foster belonging, be an ally/champion.
 - **Embed EDI in everything we do**
Integrate EDI into planning and delivery, use evidence to inform action, commit to continuous improvement.
 - **Lead with integrity and accountability**
Lead by example, be transparent and accountable.
 - **Use our voice and influence for positive change**
Influence externally, champion beneficiaries.
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PERSON SPECIFICATION

- A demonstrable passion for, and affinity with, our cause.
- A self-starter, with a can-do attitude, who has significant experience leading and evaluating impactful influencing and communications strategies which target decision-makers and persuaders - including politicians and officials across Westminster, Whitehall and Holyrood, regulators and businesses.
- Substantial leadership and line management experience, with an ability to adapt your management style to different team personalities and working styles, and a demonstrable commitment to inclusive working, ensuring equity and diversity.
- Experience developing and delivering operational plans and budgets, and reporting against these.
- Exceptional interpersonal and verbal communication skills with proven experience of proactively identifying and developing relationships and inspiring confidence at all levels.
- Strong written skills, able to review documents at pace in a fast paced and changing environment.
- Broad experience developing and implementing innovative and successful profile-raising plans across the nations (across digital and traditional media channels).
- Experience working collaboratively with internal and external stakeholders to achieve collective aims and improve outcomes for the people the organisation supports, including working in coalition.
- Strong negotiation and decision-making skills, often working at pace.
- Experience developing and applying crisis communication management strategies.
- Excellent organisational skills and an ability to manage a large number of tasks delivering to deadlines.
- A track record of being accountable for achieving results, with