

Brand and Communications

Influencing Officer

The job, in a nutshell

Age UK is one of the Richmond Group of Charities (RGC), a coalition of 15 health and care charities working together to improve care for people with long-term health conditions (LTCs). They host the RGC's We Are Undefeatable physical activity programme which is funded by Sport England until March 2028. It aims to support people with LTCs to become more physically active, including by influencing national and local policy and practice to tackle systemic barriers as well as delivery of a social marketing campaign to encourage individual behaviour change.

To deliver this work we need an Influencing Officer to play a pivotal role in supporting the system change we're seeking through impactful policy and stakeholder engagement activity. This role will:

- Support delivery of our influencing plans nationally and locally with a focus on policy and public affairs activity
- Report to the Senior Influencing Manager within the Influencing and Engagement team.
- Work closely across the whole We Are Undefeatable team, the Richmond Group secretariat and our coalition members.

www.ageuk.org.uk

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

Our values



Collaborative



Ambitious



Impactful



Inclusive

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What you'll do for us:

Influencing policy and practice

- Help deliver our influencing and engagement plan and place enablement plan
- Undertake policy analysis and regular monitoring to maintain awareness of the external environment, including perspectives from people with lived experience of long-term conditions, and communicate developments to the wider team
- Help develop briefings, consultation responses and other high-quality policy positions and tools, including blogs, website and social media copy, to influence policymakers and shape professional practice
- Develop and strengthen evidence-based policy positions and recommendations by working closely with colleagues across the coalition and carrying out analysis and research
- Strengthen the programme's public affairs activity by identifying opportunities developing relevant resources
- Engage with healthcare leaders and professionals to influence professional practice.
- Identify opportunities and approaches to involving people with lived experience in the programme, ensuring diverse perspectives and needs inform policy influencing

Stakeholder engagement

- Support the building, stewardship and management of relationships and collaborations with key stakeholders relevant to policy development and influencing and engagement activity, with a particular focus on health professionals, charity partners, officials and parliamentarians
- Attend relevant meetings, events and conferences on behalf of the Richmond Group and share insights with team colleagues
- Work with colleagues to provide relevant content and logistical

Location

Hybrid/London

People management

No

Division

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support to meetings, events, webinars and roundtables with key stakeholder groups.

Evaluation and learning

- Help maintain and develop the evidence base on physical activity and long-term conditions, including insights from people with lived experience, through desk-based research
- Support collaboration across teams and engage with our Lived Experience Network to ensure policy positions reflect the lived experiences of people with long-term conditions
- Track the impact of policy, influencing and engagement activities and contribute to internal monitoring reporting
- Take responsibility for effectively sharing insight and learning with the Richmond Group members and stakeholders and contributing towards continuous organisational learning

Programme and team administration

- Proactively ensure smooth working on policy issues between teams working on the Richmond Group's broader priorities and physical activity programme, including the We Are Undeatable campaign
- Contribute to the team's planning activities and undertake other relevant duties as appropriate, in line with the priorities of the team and to enable the coalition to influence policy
- Working with colleagues, provide administrative and communications support to stakeholder engagement activities, including working with people with lived experience of long-term conditions
- Identify opportunities to raise awareness of our work and help respond to enquiries
- Work with the programme team to ensure compliance with Age UK's financial, administrative and HR procedures, RG procedures and Sport England requirements

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- Contribute to the Richmond Group's planning and reporting processes, attend relevant secretariat and network meetings as and when required
- Help to promote a supportive, empowering culture of mutual respect, making Age UK a great place to work where people can fulfil their potential and flourish.

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Must haves

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

Experience

- Developing policy positions, proposals and analysis and delivering influencing activity that drives change in policy and practice **A, I**
- Writing effective, accessible communications including influencing briefing resources and reports **T**
- Demonstrating strong interpersonal skills, collaboration and negotiation to develop and manage successful relationships, ideally at a national and local level **A, I**
- Presenting at conferences, facilitating meetings confidently and effectively, and networking. **I, T**
- Monitoring and evaluating influencing activity **I**

Skills and knowledge

- Understanding of the lived experience of people with multiple long term health conditions **I, T**
- Strong political awareness, with an understanding of the health and care system and policy landscape in England, including public health, prevention and the social determinants of health **I, T**
- Strong analytical skills – interpreting statistical evidence, research and lived experience to develop practical insights and purposeful recommendations and understand the impact of influencing activity **A, I**
- Confidence navigating complexity, ambiguity and change and ability to digest complex policy issues and translate into influencing opportunities and practical implementation **I**
- Ability to work in a fast paced, complex environment, and collaborate with a diverse range of stakeholders **I**

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- Excellent oral and written communication skills with the ability to adapt tone and message for different audiences and produce clear, concise and persuasive communication **A, I**
- Excellent team working skills along with an ability to use own initiative and work independently **A, I**
- Proactive, creative and flexible approach to identifying and taking forward opportunities and shaping new ideas **I, T**
- Excellent organisational skills with the ability to prioritise workloads, manage competing demands and work calmly and confidently under pressure **A**

Great to have

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Experience

- Working with consultants and external agencies **I**
- Working with people with long-term conditions for advocacy and utilising lived experience research and insight to shape plans and delivery **A, I, T**

Skills and knowledge

- Knowledge of physical activity and behaviour change in a health context **A, I**
- Knowledge of current practice in the sport, leisure and physical activity sector **T**
- An understanding of system change and evaluating complexity **I, T**
- Awareness of relevant evidence sources, statistical and research methods **T**

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Any other details

- This is a hybrid role of home-working and work from our Age UK London Office, as required.
- Able to travel in the UK, attending meetings as required, with occasional overnight stays.
- Commitment to promoting equality and diversity.

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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