

JOB DESCRIPTION

Job Title	Public Affairs Manager
Department	Influencing
Reporting to	Head of Influencing
Line Manages	1 x Senior Public Affairs Officer 1 x Public Affairs Officer 1 x Campaigns and Public Affairs Assistant
DBS check requirement	Basic DBS
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

To develop impactful influencing strategies to target decision makers across national and local government, Parliament and Whitehall, working across key policy themes and campaigns including income, housing and costs, determining the most effective mechanisms to secure long lasting change for people in later life who face financial hardship.

KEY RESPONSIBILITIES

- Manage the organisation's public affairs plans and activities, ensuring Independent Age plays a meaningful role in shaping future legislation, policy and practice.
- Develop and co-implement strong and engaging influencing strategies across our key policy themes, ensuring these are integrated with policy and campaigning.
- Identify, and assess the effectiveness of, opportunities and mechanisms to increase political stakeholder engagement and persuade decision makers to take action.
- Build relationships with political, public, private and third sector stakeholders and support a stakeholder engagement strategy which includes enabling and empowering the senior leadership team and Head of Influencing to effectively build the charity's profile.
- Create, review and refine briefings for political stakeholders, committee evidence submissions, parliamentary questions and take advantage of other opportunities presented through the parliamentary system. Always ensuring the voices and experiences of people in later life facing financial hardship are amplified.
- Work closely with the other Managers in the directorate (3 x Policy, 1 x Campaigns, 1 x Media Communications) to ensure an integrated approach to policy and influencing activity, including playing an active part in cross directorate working groups.
- Work with the Policy and Public Affairs Manager in Scotland to share knowledge and learning from the respective nations and ensure the charity's influencing priorities are aligned.
- Input into the longer-term Influencing strategy, and business plans, so that all members of the Public Affairs team know what they are working towards and why.
- Lead a programme of events to raise the charity's profile primarily in Westminster, at party conferences, and if appropriate in key local constituencies.
- Ensure functioning systems are in place to keep abreast of the political environments and horizon scan effectively.

Management

- Champion Equity, Diversity and Inclusion in all that we do.
- Demonstrate empowering and inspirational leadership and effective performance management of line reports, with agreed objectives and development plans in place, to enable them to excel.
- Effectively manage budgetary or financial responsibility and support the embedding of a culture of financial awareness and scrutiny.
- Maintain compliance and adherence with all processes to ensure good governance.

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:

- Purpose-driven - the experience, needs and views of older people are central to everything we do
- Compassionate - we listen, care and take action
- Expert - our work is evidence-based and solution-focused
- Collaborative - we work in partnership to maximise our impact
- Accountable - we work with integrity and transparency
- Inclusive - we value diversity and always treat everyone fairly with dignity and respect

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

- proactively challenge ageism and all other forms of inequality and discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity.
- create a culture where everyone knows that they belong.
- ensure our leaders act as role models and champions.
- promote equity of opportunity for our staff, volunteers and the people who use our services.
- ensure our EDI plan is integral to our annual planning processes to ensure that we deliver our goals.
- collect data on diversity and inclusion to enable us to inform our work and review our progress and impact.
- be accountable and transparent about our progress.
- use our influence to proactively champion EDI internally and with external partners.
- continuously improve, adopt best practice and learn from and share with others.

PERSON SPECIFICATION

Essential:

- Significant experience of developing successful strategies to influence government policy.
- Demonstrable working knowledge of the UK political system and the mechanisms and tactics that can be used to secure change.
- A good understanding of how public affairs interacts with policy and campaigning to make positive change happen, including a strong understanding of Westminster, Whitehall and local government.
- Proven ability to write professionally, and tailor written language to different audiences for example when writing briefings for parliamentarians, evidence submissions and formal letters.
- An understanding of the issues faced by older people facing financial hardship.
- Experience of building good working relationships with a variety of internal and external stakeholders, including a proven ability to influence politicians and decision makers.
- Strong verbal communication skills, with the ability to speak to people at all levels in person, by phone and over email.
- Experience of working independently and proactively to meet strict deadlines on a number of concurrent tasks.
- Ability to work with a high level of accuracy and attention to detail.
- Strong IT skills including use of Microsoft Office packages.
- Willingness to work outside of regular office hours and overtime during busy spells.
- A demonstrable passion for, and affinity with, our cause.

Desirable:

- Experience of line management.
- Experience of working in a Public Affairs or External Affairs role for a national charity.
- A good understanding and/or experience of influencing on poverty or housing.