

The Chartered Society of Physiotherapy

Job Description

Job title:	External Stakeholder Manager
Directorate:	Strategy, policy and engagement
Team:	Strategic Communications or Policy Team
Grade:	
Hours:	Part time, 21 hours per week
Accountable to:	Assistant Director Strategic Communications
Responsible for:	<p>Line management of 1x grade 4 or 5 officer. Leadership and guidance responsibilities for the work of other colleagues in policy and comms teams through matrix management arrangements.</p> <p>Decision maker and strategic advisor to Assistant Director.</p> <p>In addition management of suppliers, contractors and temporary staff as required.</p>

Main purpose of the post:

To ensure that the CSP works collaboratively with national charities, professional bodies, unions and other organisations in order to achieve our influencing objectives.

To manage and develop the Community Rehabilitation Alliance (CRA) in England and advise colleagues in developing the rehab alliances in Wales, Scotland and Northern Ireland with leadership of high profile partnerships on a daily basis.

Align the work of the CSP as conveners of the CRA with CSP influencing work, balancing the strategic priorities of active alliance partners.

Lead the terms of reference and ensure organisations who join the CRA align with CSP and CRA terms.

Identify and develop CSP's response to new influencing partnership opportunities.
Establish the direction for the most relevant new partnerships

Lead the development of annual objectives and plans for national external stakeholder engagement and currently associated delivery plans for community, rehab and community workforce partnerships.

Oversee on-boarding of new representatives to the CRA and ensure the CSP has effective systems to mapping, monitoring and evaluating engagement with national stakeholders.

Deputise for the Assistant Director as required. Day to day making decisions that have reputation and risk implications both for the relationships with corporate stakeholders and also for the CSP more widely.

Use initiative to make decisions as part of the wider Directorate Management team.

Lead on any relevant corporate portfolios related to key partners who are priority allies of the CSP value propositions.

Chair the four countries rehab leads meeting once per month to harmonise alliance activities across all four nations working alongside country policy managers.

Regularly standing in for the Assistant Director to represent the CSP to initiate, manage or build specific partnerships and co-badged activations with interested organisations

Offer senior level advice to Assistant Director selecting priority activities a year in advance.

Main duties and responsibilities:

<p>1.</p>	<p>Stakeholder engagement strategy development, planning, reporting and risk management:</p> <ul style="list-style-type: none"> - Decide the development of annual objectives and plans for national external stakeholder engagement and associated delivery plans (current portfolios include community rehab and community workforce partnerships) - Plan, prioritize, and respond to opportunities to leverage stakeholder relationships in support of relevant CSP aims and strategic aims for alliance partners. - Identify and where necessary provide guidance to directors and Assistant Director accountable for relevant portfolios on handling reputational or other risks arising from our relationship with external national partners - Provide partner insight, risk and reputational advice to Assistant Director/ directors. - Challenge relevant DMT colleagues to modify working practices to align important alliance activities to maximise joint influence - ensure that the voices of marginalised communities are reflected in our national stakeholder partnerships and provide quarterly reports.
<p>2.</p>	<p>Alliance:</p> <ul style="list-style-type: none"> - Identify and decide the goal and content for the quarterly full CRA meetings. - Ensure the Co-chairs are fully briefed. - Brief, external speakers (including senior civil servants, ministers, working group presenters, facilitators etc,

	<ul style="list-style-type: none"> - Ensure the CRA project coordinator Provide guidance to colleagues managing devolved alliances and on chairing sub-groups of the CRA, to ensure clear terms of references, plans, engagement and outputs.
3.	<p>Strategic relationships:</p> <ul style="list-style-type: none"> - Provide guidance, briefings and stewardship for CSP's relationships with key partners including within the CRA and the devolved rehab alliances - Advise the links between the four nations alliances and ensure the Assistant Director is rapidly alerted about politically sensitive issues. - Identify and deliver strategic recruitment of key members to influence the system and relevant health and social care initiatives. - Build and manage relationships with key partners' representatives at all levels including Board members, CEOs, directors, assistant directors and specialist staff.
4.	<p>Partner recruitment and on-boarding:</p> <ul style="list-style-type: none"> - Identify and evaluate shared interests of potential new partners who would add value to the CRA, devolved alliances or other CSP influencing - Carry out due diligence to assess any reputation risks for CSP and/or alliance partners - Where appropriate pitch membership to potential partners and oversee comms to on-board new recruits.
5.	<p>Communication management</p> <ul style="list-style-type: none"> - Approve calendar of comms to CRA - Provide guidance/sign off on broadcast comms to CRA ensuring alignment with wider CSP messages both in the rehab workstreams and related influencing work - Oversee end of year feedback and stakeholder evaluation process and reporting.
6.	<p>CRA back office:</p> <ul style="list-style-type: none"> - Oversee team management of the CRA administration - Provide clarity about priorities and manage any triaging of high profile clashes of CRA - Manage the Project coordinator or similar level role as a member of the SPED DMT activity. - Advise options and risk analysis for Assistant Director - Advise relevant comms and policy colleagues on best practice for Knowledge management to ensure searchability of all key documents on SharePoint internally and Trello externally.
7.	Demonstrate leadership of the CSP's values throughout your work and act as a positive role model to colleagues. Mentor and coach colleagues to nurture growth and development.
8.	Maintain and contribute a high level of knowledge of best practice and continue to develop personal skills as they relate to the role. Join relevant professional body and actively update skills to adapt to industry changes including ai and other relevant experience.

Please note

The duties and responsibilities highlighted in this job description are indicative and may vary over time depending on business need. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and in accordance with the needs of the team.

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Person Specification Form

The person specification below outlines the essential and desirable experience, knowledge and skills required for this role. Evidence for behaviours, knowledge and skills will be looked for throughout the selection process.

E – Essential requirements are those without which the job could not be done.

D – Desirable criteria are those that may enable better or more immediate performance in a job.

	ESSENTIAL/ DESIRABLE (E/D)	ASSESSED BY APPLICATION/ INTERVIEW/ TEST (A/I/T)
Educational Requirements		
Degree level or equivalent politics, health, campaigns, industry related skills relevant to the role.	E	A
Previous Experience		
Managing significant stakeholder engagement initiatives of a similar size to the CRA or equivalent experience in campaigns, alliance building, or communications and marketing, with stakeholders who may have many different agendas to identify the areas of common purpose	E	A/I
Managing a matrix team, with gravitas to handle conflicts and leadership outside of the line management relationship, to deliver outcomes at a national level.	D	A/I
Skills and Knowledge		
Have excellent knowledge of how stakeholder relationships can be developed to achieve greater influence over policy, practice and, ultimately, patient outcomes and the confidence to interact with Senior managers and board level stakeholders in alliance organisations.	E	A/I
Have excellent interpersonal, skills that enable you to successfully represent the organisation with external contacts, and proactively support and advise internal colleagues, to manage sensitive issues and deliver results.	E	A/I
Have strong writing and editing skills, to produce clear and accurate correspondence with a consistent and engaging tone, optimised for both internal and external audiences. With careful attention to detail and to check and sign off the work of others.	E	A/T
Be able to develop and manage effective tactical and strategic plans underpinned by robust logic, and original ideas with clear objectives, meaningful measures and targets that align with our corporate strategy.	E	A/I/T
Proven experience in t two of the following specialist disciplines Campaign design, Stakeholder engagement, policy / public affairs, senior level project management, Digital communication, Reputation management.	E	A/I

Digitally versant, able to deploy a range of up-to-date channels and content to ensure modern and efficient business processes, advise on contracts and lead procurement and insight work as needed.	E	A
Other Requirements		
Directly line manage the CRA project coordinator or similar working in a matrix team, responsible for performance coaching, problem solving and development.	E	A/I
Able to work autonomously with confidence to take decisions and provide clarity as well as manage uncertainty		
Be committed to CSP's values (courage, inclusive, integrity and learning) and to continuously improving our culture. Have a good working knowledge and understanding of equity, diversity and belonging principles and be committed to their application across your work.	E	A/I
Takes responsibility for ensuring that data relating to this role is accurate and up to date, analysed robustly to underpin plans and reports, whilst being aware of the requirements of working with sensitive and confidential data. Advise others on stakeholder management protocols.	E	A
Have an awareness of health and a commitment to trade union principles.	D	A
Able to travel to meet alliance partners in person to build personal relationships for the CSP including attendance at events hosted by others	E	A

Please note, we may require you to take on other responsibilities and work outside of standard working hours on occasion.