

This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

## Section 1 - Job Details

<b>Job title</b>	Policy, Public Affairs and Campaigns Manager
<b>Directorate area</b>	Northern Ireland
<b>Reports to</b>	Northern Ireland Director
<b>Direct reports</b>	Press and Communications Officer Northern Ireland
<b>Job Location</b>	Office based in Belfast, Northern Ireland with flexibility to work remotely
Contracted hours are agreed locally with line managers	

## Section 2 - Job Purpose

<p>To enhance the profile of the MS Society within Northern Ireland, particularly among decision makers and the public, and to organise campaigns and policy initiatives based on the experiences of people living with MS.</p> <p>To develop and co-ordinate work to mobilise the MS Community in Northern Ireland to make a powerful case for continued improvement in the treatment, care and support of people living with MS.</p>
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## Section 3 - Key Responsibilities/Accountabilities

	Responsibility/Activity
1	Developing and implementing policy and public affairs strategies for the MS Society in NI
2	Responding to NI Assembly initiatives and promoting MS Society policy positions during the legislative and decision-making process
3	Managing the campaigns of the MS Society in Northern Ireland
4	Managing the media profile of the MS Society in Northern Ireland
5	Deputising for the Country Director at policy related events and meetings
6	Staff and volunteer management

## Section 4 - Dimension of the role

<b>Resources</b>	Responsible for the proper use and safekeeping of IT and communications assets within scope of role.
<b>Staff/Volunteers</b>	Responsible for managing Press and Communications Officer and for managing relationships with key volunteers.
<b>Budget</b>	Responsible for the proper use of any budgets attributed to campaigning and communications and events.
<b>Key relationships</b>	Internal policy, public affairs and campaigns staff, Country Directors and the NI team. External stakeholders, decision makers and clinicians.

## Section 5 - Key deliverables

	Measures of success
1	Increased influence of MS Society NI with key health decision makers.
2	Increased media coverage attained by MS Society NI.
3	Public Affairs and media strategies are coproduced with the MS community.

## Section 6 - Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	4		X		X
Open to change and innovation	2	X		X	
Sound decisions	4		X	X	
Collaborative working	2				X
Effective communication	5			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	3	X		X	

Level	
5	<b>Strategic</b> – Wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	<b>Expert/ Recognised authority</b> – Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.  Has responsibility for managing significant resource (people, budget etc) associated with the function/activity.
3	<b>Complex</b> - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	<b>Enhanced</b> - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	<b>Foundation</b> – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

## Section 7 - Learning & Development requirements

<b>Foundation (mandatory)</b>	Diploma, BSC, or MSC in Public Policy and Management or similar subject
<b>Additional internal learning or courses required for role</b>	
<b>Other professional training or qualification desired</b>	

## Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

*Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview. There should be no more than 7 shortlisting criteria.*

Requirement	Essential	Desirable	Tested*
Diploma equivalent qualification or relevant professional experience in policy and public affairs related matters in Northern Ireland, which demonstrates equivalent academic skills.	X		A
Significant experience in a policy, media relations, campaigning environment.	X		A, I, T

Good understanding of the health and social care policy landscape and its application in practice in Northern Ireland.	X		A, I, T
Good understanding of how to influence key statutory and professional bodies and or professional networks, local authorities and decision makers.	X		A, I, T
Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.	X		A, I, T
Proven planning and project management experience to control the effective use of resources.	X		A, I, T
Experience in developing a Policy and Public Affairs strategy.	X		A, I, T

\*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

### Section 9 – Additional Information and Requirements

<b>Confidentiality</b>	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation or requirements.
<b>Equality, diversity and inclusion</b>	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.</p>
<b>Health and safety</b>	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
<b>Safeguarding</b>	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
<b>Digital, data and Technology</b>	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
<b>Key contacts and relationships</b>	NI Director and external affairs staff across the nations.
<b>Unusual specific physical or mental demands associated with the role</b>	N/A
<b>Travel requirements</b>	Internal to NI and sporadically to Carriage House in London.
<b>Unsocial hours</b>	

Last updated - 13/09/2024