



## Role description: Policy and Campaigns Lead

Job title	Policy and Campaigns Lead
Employment status	Permanent (subject to completion of 6-month probation)
Working pattern	Full time (35 hours per week), normally between the hours of 9am-5pm
Salary	£35,000 per annum
Location	Office-based (London) or hybrid. Travel will be necessary to office-based team meetings in London and training days as required
Reports to	Director
Management responsibilities	Volunteers, with potential to manage staff
Benefits	5% employer pension Access to cycle to work scheme (after probationary period) Access to Employee Assistance Programme (after probationary period) 24 days annual leave, in addition to bank holidays, increasing after 5 years of service

### About the role

Do you have experience in a policy or campaign role? Do you have a passion for using your skills to improve the lives of older people needing care and their families? Join our team!

You would work alongside our director to lead the charity's influencing work. This is a key pillar of the charity's strategy, pushing for a better care system so that people's rights are respected.

This is a varied and diverse role, spanning policy, campaigns and communication work. You would be at the heart of our influential work to raise awareness of quality care, push for new rights and call for reform of the sector.

You would be welcomed into our small, dedicated, friendly team. You would work alongside colleagues who are experts in their field, with dedicated time for co-learning and sharing knowledge and skills.

You would join the charity during an exciting period of change, as we invest in growing our services and seek to diversify and increase our reach across the UK. You would work closely with our small team to ensure our policy, campaigns and communication work aligns with our advice service and research.

[www.carerightsuk.org](http://www.carerightsuk.org) | [team@carerightsuk.org](mailto:team@carerightsuk.org) | 0207 359 8148

Twitter: [@CareRightsUK](https://twitter.com/CareRightsUK) | Facebook: <https://www.facebook.com/CareRightsUK>

Care Rights UK is a registered charity in England (1020194) and a company limited by guarantee (2813362)

The ideal candidate will be a positive, can-do person, with a passion for championing the rights of older people needing care, and an enthusiasm for using your skills to affect change.

We value equality and diversity. We welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith, disability, or carer status.

## Role description

### Responsibilities:

- Lead the charity's policy work, including monitoring and analysing relevant care policy in the UK to inform our strategic development, drafting consultation responses, lobbying to achieve our strategic objectives
- Lead the charity's campaigns, including writing and implementing campaign plans, drafting campaign materials
- Manage the charity's social media accounts and undertake other communications work including drafting newsletters, blogs and press releases, updating the website
- Develop relationships with politicians, Parliamentarians, policymakers and other organisations, and work in partnership to achieve the charity's objectives
- Represent the organisation at external meetings and act as a spokesperson for speaking and media requests
- Oversee the capture, tracking and evaluation of relevant key performance indicators
- Work closely with team members to ensure policy, campaign and communication work aligns with our services and research
- Assist in the delivery of the marketing strategy and fundraising plan, including promoting income generating activities
- Undertake other duties that may be necessary from time to time

## Person Specification

### Essential criteria:

We would expect candidates to explain in their application how they meet most of the criteria listed below

- Commitment to Care Rights UK's vision, purpose and values
- Experience in a policy or campaign role (paid or unpaid)
- Knowledge or experience of the adult social care sector in the UK and policy areas
- Knowledge and understanding of lobbying, campaigning and influencing techniques
- Excellent written and oral communication skills and ability to translate complex information into accessible, plain English
- Excellent interpersonal skills, including diplomacy, persuasion, and ability to build positive working relationships with a wide range of stakeholders
- Strong organisational skills and ability to prioritise competing tasks and deliver to tight deadlines
- Experience of working independently, working on own initiative and maintaining motivation

- Experience of working effectively as a member of a small team and a positive, problem-solving approach
- Understanding of the value of involving people needing care and their families at all stages of the policy and campaigning process, to bring their voices to the heart of the debate
- Excellent IT skills and a good knowledge of Microsoft Office programmes

### Desirable criteria:

These are 'nice to have's' – you may reference these in your application too

- Knowledge of the UK political landscape
- Experience of working with older people needing care or their relatives
- Experience of managing social media accounts on Facebook or X
- Experience of working for a small charity

### Other requirements:

- A strong commitment to equality, diversity and human rights
- Entitlement to work in the UK
- Ability and willingness to work to local policies and procedures, including confidentiality, safeguarding, lone working and health and safety
- Successful applicants will be required to undergo a Disclosure and Barring Service check

## How to apply

We look forward to receiving your application!

To apply, please send us the following via email:

- A cover letter that explains how you meet the criteria in the person specification above
- Your CV

“Leading the small, dedicated, friendly team of staff and volunteers is a real privilege. As we invest to grow our services, and with a general election on the horizon, now is an exciting time to join us. We are looking forward to welcoming a new member to the team.”

Helen Wildbore, Director of Care Rights UK

The cover letter plays a key part in our selection process. We use the information you provide in the letter about your skills and experience to decide whether or not to invite you for an interview. It is important that you explain in your cover letter how you meet the essential criteria outlined above, giving specific examples from your past experience. Your letter should be no longer than 3 pages.

Please send your cover letter and CV to our director, Helen Wildbore, to [team@carerightsuk.org](mailto:team@carerightsuk.org)

Closing date: 5pm, Monday 17 June 2024

Interviews will take place on 4 July (time to be confirmed with shortlisted candidates).

## Disability

Please let us know if you require any adjustments to be made to the application process or would like to provide any information you wish us to take into account when we are considering your application.

## Hearing from us

As a small charity, unfortunately we will be unable to reply to all candidates about their application. If you haven't heard from us by 3 July, please assume that your application has not been shortlisted on this occasion.

# About Care Rights UK

## Our vision

The best quality of life for older people needing care.

## Our purpose

Care Rights UK is your care champion, the charity focused on defending the rights of people in care.

We want people to know their rights and how to use them. We offer information, advice and support to empower people using care services and the relatives and friends who help them.

As a community of families and experts, we have joined forces to fight for better lives for people in care. We identify poor care and highlight good practice, and demand a better care system.

## Our values

### Well-informed

We value knowledge, particularly from people's every day experiences of care and support services. We are trusted for our expertise on care and rights, and for our integrity.

### Independent

We're proud of our independence. It gives us the freedom to speak out, adapt to changing circumstances and work with others to make care services better.

### Courageous

We fight for change where it's needed so that people who need care and support have their rights respected.

### Empowering

We value each other and are more powerful together. We listen and we support one another. Our community makes us stronger.

## More information

Information about our staff team and Board of Trustees is available on our [website](#).

Information about our three-year strategic plan is on our [website](#).

If you would like an informal chat to learn more about the role, please contact us on [team@carerightsuk.org](mailto:team@carerightsuk.org) or call 0207 359 8148.

We wish you the best of luck with your application and we look forward to hearing from you.

“Working with my colleagues at Care Rights UK is a such an honour. The shared values, enthusiasm and passion of staff, volunteers and those that support the charity to bring about change is perpetually inspiring. Expanding our dedicated team is a really exciting time, and hope that you will join us.”

Emma Williams, Helpline and Programmes Manager at Care Rights UK