

# Policy and public affairs lead, Wales

## **Directorate**

Research, support and influencing

## **Team**

Policy, evidence and influencing

## **Reporting manager**

Policy and influencing manager, devolved and regions

## **Our charity**

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

## **Overview of the directorate**

The research, support and influencing directorate is responsible for delivering Breast Cancer Now's work, through our research, our award-winning services and our successful campaigning. It brings together our research portfolio, our support services (including our helpline), our team of nurses, our health and patient information, our public health and wellbeing team, and our work on policy and influencing.

The directorate has a central role in making sure we achieve our vision, that by 2050, all those who develop breast cancer will live, and live well, and this cannot be achieved without the support and guidance of our partners, our supporters and those affected by breast cancer.

Thanks to the work of the directorate, we will provide support for those affected by breast cancer today and hope for the future.

## **Job purpose**

To lead the development and delivery of the charity's policy and public affairs work in Wales to improve the outcomes and experience of people affected by breast cancer.

## Key tasks and duties

### Policy development

- To develop credible, evidence-based policy positions on key policy areas relevant to Wales taking account of the charity's UK-wide influencing objectives.
- To draft policy materials including briefings, documents, consultation responses, letters, reports and messaging on key policy areas.
- To develop and maintain knowledge of breast cancer and key policy issues, working closely with policy leads in the policy, evidence and influencing team in London.
- To ensure policy development in Wales is informed by insight from those affected by breast cancer and health care professionals, data and research.
- To horizon-scan, monitor and proactively identify issues and opportunities which require action.

### Policy influencing

- To work with colleagues to design, develop and deliver influencing plans in Wales to deliver the charity's policy calls.
- To develop strong relationships with key stakeholders including the Welsh Government, politicians, other charities, researchers, policymakers and healthcare professionals to help influence policy in key areas.
- To work in partnership with external organisations to influence on areas of mutual interest where appropriate.
- To engage with and represent the charity on relevant external groups and at meetings, feeding in and gathering insight.

### Public affairs and campaigns

- To work with public affairs colleagues to design, develop and deliver public affairs plans in Wales to deliver the charity's policy calls.
- To identify, develop and implement key public affairs activities that support the charity's influencing objectives in Wales.
- To maintain an up-to-date knowledge of the external environment in which the charity is aiming to influence in Wales.
- To act as a source of expert advice on the Welsh political and health context within the charity.
- To advise on the development, and support the delivery, of campaign activities in Wales.

### Working across the organisation

- To provide advice on key areas of policy as necessary to a range of colleagues in the organisation.
- To work closely with the press, PR and celebrity team to provide expert

commentary on media stories and act as a media spokesperson in Wales.

- To ensure that colleagues are informed about Welsh policy, public affairs and campaigning work.
- To work closely with colleagues to ensure that insight and experiences from our services are utilised in policy and public affairs activity in Wales.

#### General responsibilities

- To ensure evaluation and reporting measures are in place for influencing activities.
- To support the development, implementation and review of the policy, evidence and influencing team operational plans and budgets.
- To occasionally travel to London and work outside of office hours.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

# Person specification

## Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of working in a relevant policy and/or public affairs role, delivering significant change in Wales or across the UK	X	X
Experience of designing and delivering public affairs and policy influencing plans, and stakeholder management activity that engages key audiences to deliver results	X	X
Experience of using patient insight, data and research to support development of policy positions and materials	X	X
Proven track record in delivering public affairs activities at a national level in Wales or across the UK	X	X
Proven track record of working effectively at meetings and events with internal and external stakeholders and being comfortable engaging specialists or senior figures in your field	X	X

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of media training and/or experience working with the media	X	
Experience of working with cross party groups or similar	X	

## Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Strong analytical skills	X	X
Excellent communication skills	X	X
Proven ability to build and manage strong relationships with politicians, senior policymakers, patients, the public, professionals within a sector and other key stakeholders	X	X
Proven ability to work independently and flexibly as part of a team	X	X
Proven ability to plan, organise and prioritise own workload	X	X
Proven ability to lead and manage projects	X	X
Proven ability to think strategically, pragmatically and creatively	X	X

Flexibility and willing to adapt to a changing external environment	x	x
Willingness to travel and work outside of normal office hours	x	x

## Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Knowledge of how to work within the Welsh or UK political system and the variety of tactics for influencing for success	x	x
An excellent understanding of the current policy landscape in Wales or the UK, including the parliamentary process and legislative system	x	x
Understanding of and commitment to the principle of involving patients in shaping and developing health services	x	x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Knowledge of breast cancer and related health issues	x	
Knowledge of the NHS in Wales and its processes	x	
Understanding of the voluntary sector	x	

# Role information

## Key internal working relationships

You'll work closely with the following:

- Other members of the policy, evidence and influencing team
- Colleagues in the Cardiff office
- Press, PR and celebrity team
- Other teams in the research, support and influencing directorate
- Research communications team
- Director of research, support and influencing
- Chief executive (as appropriate)

## Key external working relationships

You'll work closely with the following:

- People affected by, or at risk of, breast cancer
- Healthcare professionals, government officials, politicians, policymakers, researchers and experts in a wide variety of external organisations
- Health bodies
- Other charities and patient groups
- Think tanks and agencies as well as strategic insight and market research agencies
- Relevant professional networks and membership bodies

## General information

<b>Role location and our hybrid working model</b>	This role is based in our Cardiff office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (open Monday to Thursday)
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternatives.
<b>Conflict of interests</b>	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-

	paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

## How to apply guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

Job description dated July 2024

Find out more about us at  
[breastcancer.org](https://breastcancer.org)

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support charity