



**Epilepsy Society  
Recruitment Pack  
Policy & Public Affairs Manager**

# Welcome

Thank you for your interest in joining us in the External Affairs team as a Policy & Public Affairs Manager at the Epilepsy Society. It is an exciting time to join us as we embark on our strategy to leverage our USP as an expert provider in social care for people affected by epilepsy. Epilepsy Society is an ambitious and passionate place to work. I hope you will be inspired by what we do and recognise our potential to do even more.

This is a vital role - you will be joining an enthusiastic, high-performing team that likes to work hard, but have fun whilst doing so.

We hope this pack will give you a clear picture of what the role of a Policy & Public Affairs Manager within External Affairs is all about, what it is like to work at the Epilepsy Society and to assess whether you have the right skills and experience to apply.

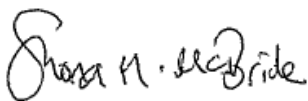
Please do feel free to contact the Recruitment Team to discuss any aspect of the role. We would be delighted to hear from you.

The Epilepsy Society is a person-centred charity and our commitment to equality, diversity and inclusion means we welcome applications from the widest possible range of people who meet the requirements of the role.

Our people are what makes us great, and we hope, once you have read this pack, you are inspired to make an application. If you still have questions my contact details are on the last page.

We look forward to hearing from you and good luck with your application.

Yours sincerely



Shona McBride  
Head of HR

# Working at Epilepsy Society

Our vision is for a world where epilepsy is irrelevant and people with epilepsy lead the lives they want to lead. We are the UK's only charity transforming the lives of people with epilepsy through world-leading research, advocacy and care. We put people at the heart of everything that we do.

We are fortunate our world-leading research centre is already transforming the lives of many people with epilepsy, and we naturally want to bring this opportunity to thousands more. We have ambitions to change the world in many ways for people with epilepsy. Ambitions that are shared by our partners at UCL and UCLH. We campaign, run a helpline service, disseminate epilepsy information and care for over 100 people with complex neurological needs.

We benefit from a valuable country estate in Chalfont St Peter where we have been located for 130 years since the Charity was founded in 1892. This is where you will have the opportunity to work alongside world-renowned research scientists.

## Benefits of working at Epilepsy Society:



27 days holiday



Pension scheme



Retailer discounts



Reward and recognition schemes

## Why we exist.

600,000 people in the UK live with epilepsy which is around 1 in 100 people. 87 people are diagnosed with epilepsy every day and 1 in 3 people can't gain seizure control through available treatments. Tragically there are 1,000 epilepsy related deaths each year. Anyone can develop epilepsy: it happens across all ages and races. Epilepsy is most commonly diagnosed in children and people over 65. There are over 40 types of seizures so just knowing that a person 'has epilepsy' does not tell you very much about their epilepsy and the type of seizures they have. Epilepsy is more common than Multiple Sclerosis and Parkinson's.

# About us

We are a great team and a wonderful organisation to work for. Our organisational values, CAIRO, are as follows:



The charity's mission is: "To enhance the quality of life of people affected by epilepsy by promoting public awareness and education, by undertaking research and by delivering specialist medical care and support services."

Epilepsy Society's Vision is a full life for everyone affected by epilepsy.

We want everyone affected by epilepsy to have the best opportunity for a full life – as free from seizures as possible.

We set out to make a difference to every person affected by epilepsy whatever their background, however seriously it affects them, and whether they have the condition themselves or are close to someone with epilepsy.

# Employee Benefits & Information

Holiday entitlement	27 days holiday + Bank Holidays. Opportunity to buy/sell annual leave and ability.
Pay date	25th of every month (or nearest Friday)
Pension	4% contribution to group pension scheme with 5% contribution by employee with the option for employees to contribute more
Death in Service benefit	2x annual salary
Employee Assistance Programme	A 24/7 free phone confidential employee assistance programme and helpline available for counselling, financial and legal advice
Purple Rewards	Access to shopping discounts and cashback with thousands of retailers such as M&S, Boots, Tesco, Superdrug
Length of Service Awards	Length of service recognition
Salary Finance	To support you with your money all year round
Big Y-es	Recognition scheme for those employees who go above and beyond by living our values
Refer a Friend Scheme	If you refer a friend, who is hired, you receive £250 (conditions apply)
Car parking	Free on-site parking
Professional Membership	You may be eligible to claim a professional body annual membership/subscription
Coffee shop	On-site coffee shop 'The Phoenix Café' which sells an array of hot and cold meals, snacks, drinks, and refreshments. Ideal for breakfast or lunch.

# Job Description & Person Specification

Job title: Policy & Public Affairs Manager

Department: External Affairs

Reports to: Head of External Affairs

Job purpose: To join our award-winning campaigns team and help us to progress change through political engagement at both national and local level. We have an impressive track record of working with government, locally elected politicians, professional organisations, patient stakeholder groups and other charities in the sector on a range of issues which affect people with epilepsy. This is an exciting opportunity to help bring about further change that will make a real difference to the lives of people with epilepsy.

The postholder will develop an effective programme of policy and public affairs work across the UK to have maximum impact for people with epilepsy and to raise the public profile of epilepsy.

*The post holder should demonstrate our people values of CAIRO (Caring, Accountable, Improving, Respectful and Open.)*

Key accountabilities:

- Working with the Head of External Affairs, build and manage relationships with key external stakeholders, including MPs, peers, and officials within UK government departments and other bodies, as well as the Epilepsy Society's partner organisations.
- Manage the research and drafting of policy positions across a broad range of issues, with focus on the key issues important to the charity; develop oral and written policy briefings and reports.
- Proactively stay abreast of political developments and changing health, social care, disability, scientific and other areas of related policy.
- Provide information and analysis on relevant parliamentary activities, and alert and advise the Head of External Affairs on threats and opportunities arising on specific issues.
- Co-ordinate the charity's written and oral evidence to Parliamentary committees, questions and consultations, in collaboration with the Head of External Affairs and other colleagues as appropriate.
- Oversee and manage key policy projects and monitor and evaluate the effectiveness of these projects using performance indicators and outcome measures.
- Represent the charity on key policy forums and groups, at events and meetings.
- Liaise with the Members and Secretariat of relevant APPGs, including the APPG on Epilepsy, and represent the organisation at meetings.
- Work with the External Affairs team to identify opportunities where policy and public affairs work can be supported and campaigns publicised on the web, by press, publications, or social media including supporting and developing influencing webpages, electronic campaigns and social media messaging.
- Ensure the charity's policy and public affairs work is of a high standard and in line with strategic priorities.

# Job Description & Person Specification

## Administration & Compliance

- Respond to policy and public affairs enquiries (internal and external).
- Attend and present where necessary at internal and external events as required and be willing to work flexibly and outside regular business hours where necessary.
- Ensure accurate records are kept of all relevant correspondence.
- Provide reports and briefing notes.
- Ensure the policy and public affairs function complies with Epilepsy Society's policies and procedures, statutory obligations and best practice.
- Communicating plans and initiatives to relevant committees and senior stakeholders of the charity.
- Contribute to the strategic direction of the External Affairs team.
- Maintain and develop positive relationships with internal and external stakeholders.
- Any other non-recurring duties as required.

*\*This job description may be subject to review in the light of future organisational developments and in consultation with the post-holder.*

## Skills, expertise & qualifications

### Essential

- A degree or equivalent
- Demonstrable experience of working in public policy, public affairs, public relations, or political work - both at national and local level. This should include influencing ministers, MPs, civil servants and stakeholders.
- Strong background in current affairs with solid understanding of healthcare and the wider political landscape.
- Proven research skills and experience of drafting policy documents and reports, including to Government and senior persons in public bodies such as NHS England and Health Education England.
- Demonstrable experience of leading a strategic policy campaign at national level.
- Highly developed influencing and interpersonal skills.
- Demonstrable ability to influence and manage the communication of sensitive issues.
- Excellent written and oral communication skills, with keen attention to detail, the ability to translate complex concepts for the public and policymakers. The ability to act sensitively where there are different viewpoints which must be respected.
- The ability to identify and devise creative solutions/opportunities and to research and evaluate their viability
- The ability to manage conflicting situations and priorities with tight deadlines.
- Experience of managing senior and complex stakeholder relationships.
- Good networking, interpersonal skills and confidence in promoting the work of the Epilepsy Society both by phone and in person.
- Excellent numeracy, literacy, and IT skills, including the use of databases, word processing, and excel spreadsheets.
- Excellent organisational skills, including prioritisation and working to deadlines.
- Enthusiastic and committed team player.
- A self-starter, able to work on own initiative.

### Desirable

- Good knowledge of UK health, social care, scientific, disability policy and processes, and the wider political landscape.
- Experience of managing political monitoring systems to ascertain political intelligence and proven success in applying intelligence to work plans.
- Experience of using Raiser's Edge or other CRM database
- Evidence of continued professional development

Salary:

**£41,200 Per annum**

How to apply:

We hope you will consider making an application. Please click apply within the job advert, uploading your CV and accompanying covering letter (one side of A4) explaining how you meet the criteria for the post and why you are applying for the role.



Good luck with your application. We look forward to hearing from you.