



# The Association of Directors of Public Health

## Person specification

### Public Affairs Manager

	Essential criteria	Desirable criteria
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent experience.</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a public affairs role.</li> <li>• Experience of developing successful strategies to influence legislation or Government policy.</li> </ul>	<ul style="list-style-type: none"> <li>• Local authority, health or public sector background.</li> <li>• National level working.</li> <li>• Line management.</li> <li>• Project management.</li> </ul>
<b>Skills, ability and knowledge</b>	<ul style="list-style-type: none"> <li>• Working knowledge of the UK political system and the mechanisms/tactics that can be used to secure change.</li> <li>• Political astuteness.</li> <li>• Able to build strong relationships with stakeholders and to influence decision makers.</li> <li>• Proven ability to write professionally and tailor to different audiences eg letters, briefings.</li> <li>• Excellent IT, communications and interpersonal skills.</li> <li>• Excellent organisational and prioritisation skills – delivering successfully to deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of public health.</li> <li>• Knowledge of local authority and health organisations.</li> </ul>
<b>Qualities and attributes</b>	<ul style="list-style-type: none"> <li>• Enthusiastic and pro-active – a self-starter - able to work independently and co-operatively in a team.</li> <li>• Flexible in approach – adapting to changing circumstances.</li> <li>• Robust, resilient and confident - credible across sectors and agencies.</li> <li>• Ability to work with a high level of accuracy and attention to detail.</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Willing to be flexible with hours and occasional off-site work.</li> </ul>	