



Homecare Association

Role Profile

Title:	External Affairs and Policy Specialist
Reporting to:	Head of Policy, Practice & Innovation
Location:	Mercury House, London, SE1 9UL (Currently hybrid working minimum 2 days in office, 3 days at home).
Contract:	Permanent
Hours	35 hours (0900-1700, Monday to Friday)

Organisation

We are the UK's largest care association and the leading membership body for over 2,100 homecare providers and 30 affiliate organisations. Together we work to ensure society values and invests in homecare so we can all live well at home and flourish in our communities. We provide hands on support and practical tools for members and act as a trusted voice to shape homecare together.

Role purpose

Working with colleagues and members, you will help communicate the Homecare Association's policy work externally, raising awareness and understanding of the value of homecare with parliamentarians, the public, the media and other external stakeholders. You will help translate policy positions, evidence and member experience into clear, engaging communications that support the Association's influencing work and advance the interests of members.

You will support the Head of Policy, Practice and Innovation to create champions for our work in the media and UK Parliament, helping to grow our reputation and profile as a respected source of data, analysis and ideas.

You will develop social media and digital engagement plans that communicate the Association's policy priorities, evidence and messages clearly to members, stakeholders, policymakers and the wider sector. This includes creating content that supports our policy, public affairs and campaign objectives, while increasing engagement with our work.

A crucial part of your role will be to actively engage with our membership base, understand their needs and concerns, and translate this insight into policy communications, external affairs activity and influencing work. You will help gather evidence from members, including



through regular focus groups, and turn this into clear messages, briefings, case studies and member-facing resources

You will develop member-focused communication resources, facilitate knowledge sharing, and ensure members feel supported and represented in our external affairs work. You will also assist with the Association's members' telephone and e-mail helpline by answering complex incoming enquiries and researching answers where necessary.

You will maintain a strong working understanding of the health, social care and wider public policy environment, identifying developments relevant to homecare providers and explaining their implications clearly for different audiences.

Accountabilities

Parliamentary awareness and engagement

- Monitor proceedings of the UK Parliament and summarise these for relevant staff members, updating members appropriately weekly.
- Identify opportunities to use political and policy-making processes to promote the work of the Homecare Association to stakeholders, government, Parliament and other public affairs audiences.
- Draft and review communications to be sent to member organisations on parliamentary, campaign and external affairs activity.
- Working with the Policy, Practice and Innovation team, draft written and oral Parliamentary Questions for supportive MPs.
- Support the Policy, Practice and Innovation team in identifying, managing and tracking parliamentary stakeholders.
- Support the Head of Policy, Practice and Innovation and members to build strong relationships with parliamentarians.
- Build personal relationships with Parliamentarian's office staff to support effective engagement and influencing opportunities.
- Attend party conferences as required.

Media engagement

- Monitor homecare sector and Homecare Association's media coverage daily, maintaining press records and producing internal PR data and insight reports.



Homecare Association

- Draft, under the guidance of the Head of Policy, Practice and Innovation, media messages and press releases for both proactive and reactive topics that communicate the Association's policy positions clearly and accurately.
- Identify and create opportunities for media coverage for the Association and its members.
- Identify opportunities for the Editor of the Association's magazine to commission external articles and for the Homecare Association to write articles for external publication.
- Build and maintain an active case study database to support the Association's media activities.

Social media

- Create social media content across selected social media channels to assist in influencing opinion, enhancing engagement and extending the reach of the Association's work externally.
- Build and maintain a content calendar for policy and external affairs activities.
- Monitor engagement metrics and adapt social media approaches for maximum effectiveness.

Supporting members

- Ensure production, management and dissemination of relevant and topical information and resources about policy and practice developments to member organisations and staff through e-mail alerts.
- Prepare written resources and practical guidance for homecare providers on communications to help them meet new and ongoing demands on the sector.
- Prepare copy-ready information for the Association's website, social media and member-facing publications.
- Manage the annual plan for the Association's blog.
- Plan, coordinate and support regular focus groups with members, drawing out provider insight to inform policy, communications and influencing activity. Engage prospective members and stakeholders through a personal presence at external exhibitions and events, providing knowledgeable information about the Homecare Association and the homecare sector.

Other requirements

- Coordinate team meetings, including preparing the agenda to assist team members to share information about cross-divisional issues and the external policy environment.
- Support the development of new starters and trainees during their induction and development period.
- Undertake occasional travel and overnight accommodation, where requested to do so.
- Abide by the Association's principles at all times and focus on delivery of agreed strategy.
- Operate at all times within Policy and Procedures and assist in the review of these, as required.
- Work collaboratively and support colleagues to deliver team priorities.
- Take the initiative in improving the way staff work; reporting problems to the line manager and suggesting and implementing improvements.

Contacts and relationships (customer focus, both internal and external)

- Head of Policy, Practice & Innovation.
- Members of the Policy, Practice and Innovation team.
- Member organisations and staff.
- Members of Parliament and their staff.
- Journalists, Editors and other media contacts.
- Staff from other representative associations.

Reporting and KPIs

- Provide timely and accurate monthly reporting on performance against agreed KPI's, highlighting trends and reporting on exceptions.

Professional development

- Maintain up-to-date awareness of developments in policy and practice and also in systems and technology solutions to enable efficient and effective delivery of the team's functions.

Dimensions

No responsibility for budgets.



Homecare Association

No line management responsibility.

Person Specification

Criteria	Essential	Desirable
<p>Knowledge, skills and experience</p>	<ul style="list-style-type: none"> • Strong written and verbal communication skills, with experience in drafting communications and content tailored to different audiences. • An understanding of the issues affecting the social care and health system. • An understanding of Parliamentary processes and procedures. • Experience of working in a public affairs, media, communications or a campaigns team. • The ability to develop and manage relationships with a range of stakeholders. • Proficient in use of social media. • Good planning and organising skills, with the ability to multi-task and work under pressure in a fast-moving environment. 	



Homecare Association

Criteria	Essential	Desirable
	<ul style="list-style-type: none">• Numeracy skills, with ability to analyse and report on qualitative and quantitative data.• Ability to manage databases.• Willingness to occasionally travel to events, exhibitions, or meetings across the UK.	
Qualifications	Educated to degree level or equivalent	
Training	Evidence of commitment to continuous professional development	
Values, skills and personal attributes	Strong alignment with the Association's principles – Integrity, Intelligence, Approachability, Inspiration and Influence (see attached).	



Principles – what we value and what drives our culture

Principle	Meaning
Integrity	It is important to us to be honest, trusted, reliable, grounded and stable.
Intelligence	It is important to us to adopt an intelligent and evidence-based approach to our work. This includes intelligent use of resources, as well as researching, analysing, questioning and synthesising data, creating insights and information which offer value to others.
Approachability	It is important to us that we are welcoming and engaging, treating others with respect, listening carefully and with empathy to achieve understanding.
Inspiration	It is important to us to inspire and motivate others, being ambitious, creative, confident and courageous, and acting with conviction.
Influence	It is important to us that we have a positive impact, leading and influencing others through skilful communication and development of relationships, to act, improve or change for the greater good of society.