



ROLE PROFILE

OUR MISSION – To bring lifelong learning within reach, fighting inequality and promoting social justice

OUR BELIEFS	OUR GOALS
Lifelong learning creates a more open and equitable society	All learners are welcome at the WEA
Learning helps people tackle the big challenges of modern life	We will deliver responsive learning that meets contemporary need
Adult learners have different needs and can face barriers that require tailored solutions	We will diversify our income in support of our mission
We must be part of the essential networks that strengthen communities	We will position lifelong learning at the centre of place-based community planning & delivery
We have a role and responsibility in shaping government social policy	We will fight for a broad and economically just lifelong learning offer that meets social needs

Role: Senior Policy and Influencing Manager

Directorate, Team: Governance & Purpose

Reports to: Head of Charitable Purpose

Contribution Level: G2

Role purpose:

To lead our influencing strategy, helping us to raise the profile of lifelong learning in Whitehall and beyond, whilst enabling our movement to secure wins that bring learning within reach for 1000's of adults.

Working across multiple policy areas, provide expert guidance to the Leadership Team, supporting them to engage with national and devolved public policy, and enable colleagues to bring their subject matter expertise to the fore. To support colleagues to engage with regional and local decision-makers, such as Mayoral Combined Authorities and Local Authorities.

To play an instrumental role in driving our wider movement to advocate for lifelong learning, ensuring our campaigns are impactful, meaningful and engaging.

As part of the Charitable Purpose Team, the Senior Policy Manager also has line management responsibility for the Research Specialist, ensuring a close fit between research projects and wider campaigning and influencing strategies.

Key deliverables:

1. Develop and lead our multiyear lifelong learning campaign ahead of the next General Election
2. Develop strategic policy influencing plans across key policy areas
3. Build relationships and represent WEA to sector and parliamentary stakeholders.
4. Management and oversight of the annual Impact Report
5. Lead policy development and influencing programme within our wider campaigning for change framework
6. Provide leadership, coaching and guidance to the Research Specialist within the Charitable Purpose Team ensuring a close fit between research projects and wider campaign & influencing strategy

Key performance measures (linked to deliverables):

1. Using political monitoring, news outlets and social media monitor political developments and keep track of policy and public funding decision-makers, officials and their influencers and brief colleagues on developments.

2. Develop campaigning and mobilising strategies that engage our learners and wider supporter base based on effective campaigning methodology.
3. Lead stakeholder engagement by developing and delivering a Stakeholder Engagement Strategy and operational plan, adapting to the twists and turns of public policy, political churn, and public interest.
4. Support the Leadership Team with briefing, coaching, speech and presentation writing, and setting up 1-2-1 meetings to develop and maintain relationships with MPs, Peers, Civil Servant and ambassadors.
5. Build our reputation for thought leadership, securing speaking opportunities in front of key stakeholders, supporting their blog-writing on our website, commentary in social media, and placing thought leadership pieces in sector media, working alongside other colleagues in the communications team.
6. Devise and deliver, with the support of the wider Charitable Purpose Team, engagement events to attract key stakeholders, from functions in Westminster, to focussed round tables, ensuring maximum number of target stakeholders attend and are convinced of our case.
7. Lead on consultation submission working closely with the Leadership team and subject matter experts across the organisation, providing submissions which stick to our manifesto messages, open opportunities for our learners, and are accurate and deliverable operationally.

What you need to do the job:

Experience and/or qualifications	Key skills – Learned and applied ability	Key competencies
<ul style="list-style-type: none"> • Relevant degree or equivalent experience • Extensive experience of engaging with politicians and officials on education or similar social policy areas • Experience of delivering campaigns that engage and mobilise supporters • Experience of networking and engaging with people in the public eye and harnessing them to raise the profile of your cause • Experience of briefing and supporting a leadership team to build their reputation as thought leaders to achieve our strategic goals • Experience of writing consultation responses which have resulted in positive outcomes • Experience of working in a rapid response environment, managing competing demands, and making strategic priority choices independently and involving your manager when appropriate 	<ul style="list-style-type: none"> • Effective researcher, able to identify and predict political and social trends, analyse the impact or opportunity they bring, and propose response actions. • Strategic thinker able to identify campaigning opportunities · • Highly numerate and proficient in statistical data analysis. · • Good strategic judgement to design and deliver effective key stakeholder engagement · • An enthusiastic advocate, you will be motivated by the goal of making lifelong learning accessible to all who need it, whatever their prior attainment. · • A strong project manager able to flex plans in response to a turbulent political world. · • An effective networker able to create and maintain useful connections personally and support leadership colleagues to do the same. · • A creative, concise, engaging and impactful copy writer able to adjust styles to the audiences and channel. · 	<p>Core competencies:</p> <ul style="list-style-type: none"> • Accountability • Collaboration • Customer service <p>Role competencies:</p> <ul style="list-style-type: none"> • WEA values focused • Achieves results • Works collaboratively • Manages self, CPD

