

## Senior Public Affairs Officer



We want to be here for every older person, especially those who need us the most because of health and care needs, loneliness or low income. Some older people are more likely to be in these groups and/or to be left behind than others. Advocating with and on behalf of older people like these is crucial to our work as a charity. And because their needs range so wide we influence widely too, including the private sector and regulators, as well as Government, Parliament and the NHS.

### The job, in a nutshell

You will manage the day to day running of Age UK's public affairs function and deliver strategic public affairs projects to create public policy change that improves the lives older people across the UK.

A broad and varied role covering a diverse range of policy areas, you will advise on and deliver public affairs strategies to achieve our campaigning goals along with building strong relationships with Parliamentarians and key political figures. You will work with the wider External Affairs team on integrated campaigns that influence political, parliamentary and policy-making processes. You will manage relationships with national stakeholders, lead communications to parliamentary audiences and contribute to strategic influencing projects.

You will line manage a Public Affairs Officer and oversee the public affairs work of the External Affairs Support Officer.



"I love working at Age UK. The external affairs team is really close-knit and together we make a big impact! We also have incredibly dedicated campaigners and storytellers who support us – I feel really lucky to get to work alongside them."

**Eorann Lean**  
SENIOR CAMPAIGNS  
MANAGER

## Our values

### WE ARE BOLD

In doing what's right for older people - We are unafraid in standing up for older people and in seeking support for our work with them.

### WE ACT TOGETHER

With and for older people - We act as one team, collaborating to get things done.

### WE ARE FOCUSED

On what makes most impact for older people - We never forget that older people are at the heart of everything we do.

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## What you'll do for us

- Manage and deliver the day to day functioning and monitoring of Age UK's public affairs programme with support from the Public Affairs Officer and others in the External Affairs team.
- Develop and deliver public affairs strategies and influencing projects to amplify and strengthen the impact of Age UK's influencing work. For example, for Age UK's national campaigns to change public policy.
- Develop and strengthen Age UK's relationships with key political stakeholders including ministers, shadow spokespeople, select committee chairs and members, relevant back-benchers, peers and party members from across the main parties represented in Westminster.
- Contribute to strategic partnerships, alliances and coalitions that enhance our influence and raise the profile of key issues.
- Identify and respond to legislative and parliamentary opportunities to influence legislation affecting the lives of older people.
- Oversee the delivery of political events including parliamentary receptions, party conferences, ad hoc visits and represent Age UK at relevant political events when required.
- Produce high quality written content and briefings for Parliamentarians, political media and websites.
- Involve people in later life in your work and demonstrate an understanding of issues which face people in later life.

## Must haves:

- Excellent knowledge and understanding of local and national government structures, the UK Parliament and our political, policy and campaigning context, and experience of influencing them.
- Substantial experience of working in a political campaigning/ public affairs environment, developing influential relationships with Parliamentarians and other national organisations.
- Strong track record of influencing on social policy issues.
- Experience of project-managing complex influencing activities, leading project teams and managing workloads.
- Excellent all round communication skills, particularly the ability to

## Location

London / Hybrid

## People management

Yes

## Division

Influencing



[ageuk.org.uk](https://ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

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- communicate clearly and concisely to a range of audiences.
- Experience of writing high quality briefings, articles and other materials to communicate complex policy and political issues to stakeholder audiences.
  - Experience of running effective events for political audiences.
  - Experience of representing an organisation to political audiences and other national stakeholders.
  - Experience of working in coalition and partnership with other organisations.
  - Experience of engaging with senior stakeholders including Parliamentarians.
  - An understanding of how to work in a politically balanced way.
  - Knowledge and understanding of what equal opportunities means in relation to this post and the ability to incorporate equality practices into all aspects of the work.
  - Experience of working collaboratively with others to achieve results.
  - Strong interest in UK politics and passion for social justice.

## Great to have:

- Understanding of policy issues affecting older people.
- Experience of influencing change from a voluntary sector perspective.
- Experience of working in a political environment.

## Any other details:

Must be able to travel easily into central London to attend meetings, sometimes at short notice. Required to be in the London office at least one day a week.

There is an occasional requirement to travel and stay overnight (e.g. party conferences); some out of hours working (e.g. occasional evening Parliamentary events)

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