

## JOB DESCRIPTION

<b>Job Title</b>	Head of Campaigns and Public Affairs (Maternity Cover)
<b>Reporting to:</b>	Director of Communications and Policy
<b>Responsible for:</b>	Parliamentary and Public Affairs Officer Events Officer Communications Assistant
<b>Location</b>	Central London Offices and Hybrid working to be supported Expectation that your minimum office attendance will be 6 days per month. This is open to amendment in the future
<b>Hours</b>	Up to 37.5 hours/ 5 days a week Flexible working arrangements are supported
<b>Salary Band/Grade</b>	4 (starting salary £58,807 per annum)
<b>Duration</b>	Maternity Cover

### Background Information

#### About the Centre for Ageing Better

Everyone has the right to a good life as they get older and our whole society benefits when people are able to age well. But far too many people face huge barriers, and as a result are living in bad housing, dealing with poverty and poor health and made to feel invisible in their communities and society.

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone. Its key areas of work include challenging ageism and building a nationwide Age-friendly Movement, creating Age-friendly Employment and Age-friendly Homes.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.

*We are striving to create an organisation that reflects our society and the communities we serve. A workplace where everyone feels empowered and where diversity of background and thought is celebrated. We know there is more work to be done and are committed to continuing to improve our practice around Equality, Diversity and Inclusion*

### Job Purpose

This role will lead on building networks and developing and delivering parliamentary and campaign strategies to bring about changes in policy, practice and attitudes across our wide range of target

audiences. This includes different sectors and industries, in Westminster and in Whitehall, and at a local and national level.

The role will be crucial in helping Ageing Better to strategically build relationships with advocates and champions for our work in Westminster and Whitehall and across key industry bodies and networks. Working with the Parliamentary Officer, it will lead a contact and engagement programme for the organisation, identifying target stakeholders and managing the mechanisms for teams across our 'Action Areas' to approach and engage with them, as well as managing associated and other key high-level relationships themselves. As part of this the Head of Public Affairs and Campaigns will oversee the external engagements of senior colleagues, particularly the Chief Executive and Chair, providing briefing and counsel to ensure our meetings and events, including speaking opportunities and roundtables, are effective and lead to long-term, fruitful relationships. The role will also oversee Ageing Better's programme of events and the effective management of our events officer.

Working with colleagues in Ageing Better's Action Areas and Communications Team, the Head of Public Affairs and Campaigns will develop and deliver high-quality campaigns that effectively build support for the changes we want to see. These campaigns will mobilise stakeholders, networks and the public to bring pressure to bear around key moments to influence. It will be proactive and tenacious in horizon scanning and seeking out opportunities where we can most effectively influence the work of others and it will advise and support colleagues on ways to make the most of these.

The role will work closely with the Head of Communications and wider colleagues to ensure we are engaging tactically and persuasively with stakeholders and telling a compelling story about our work. It will work across the organisation to develop and co-ordinate policy positions and approaches that are attractive and actionable. It will also hold responsibility for understanding and developing our organisational positions and approaches on some key overarching policy areas.

A crucial part of the role will be to work in-sync with the Head Communications to plan, organise and deliver a coherent communication and influencing function. These two roles will work seamlessly to ensure that across our work we are making the most of key opportunities to influence our target audiences and achieve the change we are seeking across policy, practice and public attitudes.

The role will line manage a Parliamentary and Public Affairs Officer and Events Officer, and have dotted line oversight of the work of Communications & Campaigns Officers in our Action Areas, as well as general responsibility and oversight – along with the Head of Communications – for the work of the wider Communications Team.

## Specific duties and responsibilities

- Oversee all of Ageing Better's public affairs, parliamentary affairs and stakeholder relations activity, ensuring high-quality, accurate, powerful and persuasive content and representation.
- Lead a contact and engagement programme for Ageing Better, working strategically to identify stakeholders we need to influence and how, including central and local government, and private and public sector decision-makers and practitioners. Support colleagues to manage and take forward this engagement as well as directly managing associated and other strategic relationships.
- Build a network of champions and advocates in Westminster and Whitehall

- Be an ambassador for Ageing Better, leading meetings, presentations, speaking opportunities and media interviews as required.
- Support colleagues in each of our Action Areas to map stakeholders and to track our impact with target stakeholders including leading our regular stakeholder survey
- Work with colleagues in Action Areas and the Communications Team to develop and run campaigns that will change the way our target stakeholders (and the public) think, feel and act about the issues we wish to change
- Be the organisation's eyes and ears, working autonomously to anticipate and identify opportunities to influence in the external environment and proactively influencing internally to ensure we are responding effectively to these. Brief colleagues on policy, political and wider developments that might impact our work in a timely way and propose strategies to respond.
- Work seamlessly with the Head Communications to ensure that all of Ageing Better's wide range of communications and influencing work is joined up and integrated. Lead team meetings and develop and deliver processes internally to ensure that plans and activities are co-ordinated and resources well managed.
- Oversee Ageing Better's programme of events ensuring these are topical, relevant, accessible and well publicised in order to grow our reach and engagement with existing and target audiences.
- Co-ordinate and support the development of all Ageing Better's policy positions and approaches, ensuring they are well thought through, actionable and likely to achieve buy-in and support from others. Lead the development of positions and approaches for key overarching policy areas.
- Effectively manage internal processes and systems, including suppliers and contractors; training of the wider team in communications (with the Head of Communications). Manage people and resources in a way commensurate with our culture, with a high level of quality and integrity and ensure that our approaches are GDPR compliant.
- Oversee budget lines within your remit and ensure prudent financial planning that maximises value for money and that money is spent in accordance with the organisation's budgetary timelines and processes.

**Manage staff:**

- Ensure that all staff act as an effective and supportive resource to colleagues.
- Set SMART annual performance and development objectives, oversee delivery, ensure that staff have access to the support and resources they need, and regularly review progress and performance against objectives and values
- Support staff to manage multiple accountabilities and deadlines, ensuring workload and delivery are kept in balance, and assist with resolving any conflicts
- Recruit and induct new team members, ensure appropriate training and development, and support officers to develop.

**Act in line with Ageing Better's principles and values**

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required

**Person specification**

Criteria	Essential	Desirable	How identified & assessed
<b>Knowledge / Skills</b>			
Excellent understanding of and experience of working with government and parliament	✓		Application, interview
Excellent campaigning and public affairs ability; an understanding of public policy and political context and how to influence political, legal, and practice decisions as well as public opinion.	✓		Application, interview
Ability to anticipate and think strategically to spot and assess opportunities for influence or build organisational profile	✓		Application, interview
Development of policy positions for use in public affairs and across communications channels and supporting colleagues to do this	✓		Application and interview
Demonstrable understanding of how to translate evidence, research and evaluation into compelling content	✓		Interview
Strategic thinking, persuasion and internal as well as external influencing skills.	✓		Interview
A strong communicator, able to present confidently and persuasively	✓		Interview
Giving advice, training and support to less experienced colleagues	✓		Application and interview
Excellent organisational and prioritisation skills	✓		Application, interview
<b>Experience</b>			
Experience of effectively leading stakeholder engagement in an organisation to build profile and demonstrable change to policy, practice and attitudes	✓		Application and interview
Experience of working across teams to influence and support colleagues with external engagement	✓		Application and interview
Experience of managing projects, contracts and suppliers	✓		Application

Experience of working with senior stakeholders internally and externally and of effectively influencing individuals	✓		Interview
Management of agencies, staff and budgets	✓		Application
<b>Personal qualities</b>			
Commitment to Ageing Better's mission and principles	✓		Interview
A visible and proactive leader, collaborative approach and ability to build effective relationships with a wide range of people	✓		Interview
Ability to take initiative and be creative in solving problems	✓		Interview
Ability to work independently and collaboratively as part of a small team	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), or a willingness to learn about and engage in these issues.	✓		Interview
Able to work flexibly and outside of working hours as required in order to attend events and engagements	✓		Interview