

**Role Profile**

**Head of Influencing, Policy and Public Affairs**

**Role Purpose**

**This role is responsible for shaping and advancing the charity’s policy agenda, advocating for its mission and objectives, and influencing public opinion, policy, and decision-making at all levels. This includes engagement with Parliament (Westminster and Holyrood), Mayoral Combined Authorities, Local Authorities, think tanks, and trade bodies. The goal is to establish the charity as a respected voice in policy discussions and a catalyst for meaningful change.**

**Key Accountabilities**

**Business Strategy**

* To lead the development and implementation of national policy agenda, ensuring alignment with our vision, mission, values, and strategic objectives thereby driving our advocacy efforts and influencing policy changes.
* Conduct and/or commission research, analysis, and evaluation on policy issues relevant to our organisation, providing expert insights and recommendations ensuring our policy positions are evidence-based and impactful.
* Develop and execute a proactive public affairs strategy to enhance our charity’s reputation, influence public opinion, and shape policy discussions, thereby increasing our impact and visibility.

**External Relations**

* To identify relevant Government and sector consultations and draft our policy response, utilising your knowledge and drawing upon the evidence, opinions, and expertise from within the charity ensuring our voice is heard in key policy discussions.
* Prepare policy briefs, reports, position papers, and other advocacy materials to internally inform and externally influence public opinion and decision-making processes, thereby shaping the policy landscape in favour of our mission.
* Responding to /creating policy positions in relation to news, research or reports relating to social care.
* Monitor legislative and regulatory developments at local, regional, and national levels to identify emerging issues and opportunities for engagement and advocacy, ensuring we remain proactive and responsive to changes.
* Develop strong routines in proactively engaging leaders in our charity to access their views and policy insight and share with them relevant external updates, fostering a collaborative approach to policy development.
* Commission new research or related themes (e.g. polling, focus groups, policy analysis) to create novel policy positions for Community Integrated Care, ensuring our advocacy is innovative and forward-thinking.
* Seek and secure opportunities for Community Integrated Care to build its relations and reputation with influential figures and organisations, enhancing our network and influence.
* Secure and deliver relevant and high-profile speaking engagements including conferences, roundtables, panels, etc., to pitch, develop content, and advise our senior leaders/representatives, thereby positioning our charity as a thought leader.
* To build and cultivate relationships with media outlets, journalists, and influencers to increase the charity’s media presence and promote our policy and campaign key messages, ensuring our stories reach a wider audience.
* Act as a spokesperson for the charity to provide clear and compelling communication on policy issues and related matters, ensuring our positions are well-represented and understood.
* Establish and maintain strong relationships with key stakeholders, Government officials, policymakers, and regulatory bodies to advocate for favourable policies and regulations that align with our charity’s interests, ensuring our advocacy efforts are well-supported and effective.
* Lead the development and maintenance of effective relationships with external partners, coalitions, and networks to amplify our policy efforts, ensuring we leverage collective influence for greater impact

**People**

* Support the Chief Executive and other Directors of Community Integrated Care in their meetings with senior politicians by preparing lines to take, biographical details, and identifying and executing follow-up activity, ensuring our leadership is well-prepared and effective in their advocacy

**Legal and Risk**

* Work with the Senior External Communications & Marketing Manager to proactively manage any policy-relational reputational / media issues.

**Leading and Managing a Team**

* To contribute to the retention and development of a high performing team and achieve departmental objectives.
* Set expectations and manage, monitor, coach and develop team members to ensure that they maximise their performance, meet the required standards, and continuously develop their capabilities and experience.

**Scope and Geography** This is a national role.

**Travel Expectation** Regular national travel is expected.

**Collaboration** It is expected that the post holder will work proactively and collaboratively with the regional teams Operational Leaders, supporting Business Partners, Managers, and Specialists, and in addition will liaise with Support Services functions particularly External Communications, Internal Communications, the Executive Team, and Senior Leadership Team.

**Line Management**  This role will not have any direct line management responsibilities.

**Budgets** This role will not have any direct budgetary accountability.

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| **Best Life Possible Success Measures** | |
| **Service Quality and Innovation** | * Favourable changes or improvements to government policies * Evidence of policy positions being raised/debated in government discussions * Number and quality of policy responses / submissions * Number and quality of responses to government consultations * Number and quality of briefs, reports or position papers developed/delivered * Meetings with key policymakers, MPs, government officials and influential figures on social care issues * New research and campaigns developed / launched * New policy positions created * Efficiency in monitoring and responding to relevant legislative or regulatory changes * Quality and timeliness of internal policy briefings and reports | |
| **Community Engagement** | * Initiatives that amplify the voices of those receiving care in policy discussions * Number and quality of relationships with key stakeholders (e.g. industry bodies, NGOs, think tanks) * Number of relevant sector events, conference or roundtables attended or hosted * External policy responses / statements developed and released * Number of opportunities created for media, op-eds or speaking engagements * Public engagement in advocacy campaigns developed and launched * Effectiveness in handling policy-related media issues / crises | |
| **Sustainable Economics** | * Positive momentum on department and workforce KPIs including retention, lost time, e-learning compliance, recruitment. * Delivery of high-quality work on time and in budget | |
| **Structure** | |

**Qualifications, Experience, and Knowledge (e essential; d desirable)**

* Significant experience working at a senior level, involved in policy development, public affairs, or Government relations, preferably in the social care sector.
* Strong understanding of the political and policy landscape at a national level, with the ability to navigate complex regulatory environments.
* Proven track record of successfully influencing policy outcomes and advocating for change
* Proven track record in devising, directing, and delivering policy and influencing strategies at a senior level, improving our reputation, amplifying our voice, and delivering positive outcomes.
* Evidence of resilience, tact and diplomacy in high profile and unpredictable situations
* A sound understanding of the political landscape and its impact on the social care sector

**Competencies, Skills, and Abilities (e essential; d desirable)**

* Exceptional analytical, research, and strategic thinking skills, with the ability to translate complex issues into clear and compelling messages.
* Excellent written and verbal communication skills, with the ability to tailor messages to different audiences and platforms.
* Demonstrated leadership abilities, including experience managing teams and driving results collaboratively.
* Strong relationship-building and networking skills, with the ability to engage and influence diverse stakeholders.

**Personal Attributes**

* a tenacious, can-do attitude, with a drive to make a genuine difference

**Tasks and Responsibilities** (representative, not exhaustive)

**Policy Development and Advocacy:**

* Develop and lead the implementation of our charity’s policy agenda in England and Scotland, ensuring alignment with our vision, mission, values, and strategic objectives.
* Conduct and/or commission research, analysis, and evaluation on policy issues relevant to our organisation, providing expert insights and recommendations.
* Identify relevant Government and sector consultations and draft our policy response, utilising your knowledge and drawing upon the evidence, opinions, and expertise from within the charity.
* Prepare policy briefs, reports, position papers, and other advocacy materials to internally inform, and externally influence public opinion and decision-making processes.
* Monitor legislative and regulatory developments at local, regional, and national levels, identifying emerging issues and opportunities for engagement and advocacy.
* Develop strong routines in proactively engaging leaders in our charity to access their views and policy insight, and share with them relevant external updates.
* Commission new research or related themes (e.g. polling, focus groups, policy analysis) to create novel policy positions for Community Integrated Care.

**Public Affairs and External Relations:**

* Develop and execute a proactive public affairs strategy to enhance our charity’s reputation, influence public opinion, and shape policy discussions.
* Seek and secure opportunities for Community Integrated Care to build its relations and reputation with influential figures and organisations.
* Secure and deliver relevant and high-profile speaking engagements including conferences, roundtables, panels, etc. This will include pitching, content development, and advising our senior leaders/representatives.
* Work with our Senior PR & External Relations Manager to help cultivate relationships with media outlets, journalists, and influencers to increase the charity’s media presence and promote our key messages.
* Support the Chief Executive and other Directors of Community Integrated care in their meetings with senior politicians including preparing lines to take, biographical details and identifying and executing follow up activity.
* Act as a spokesperson for the charity, providing clear and compelling communication on policy issues and related matters.

**Stakeholder Engagement**

* Establish and maintain strong relationships with key stakeholders, Government officials, policymakers, and regulatory bodies to advocate for favourable policies and regulations that align with our charity’s interests.
* Lead the development and maintenance of effective relationships with external partners, coalitions, and networks to amplify our policy efforts.
* Represent Community Integrated Care at relevant care sector policy forums, Government consultations, and relevant industry events, bringing presence, insight, and action to generate meaningful opportunities.

**Leadership and Management:**

* Mentor, guide and inspire a high-performing team of communications professionals, fostering a collaborative and inclusive work environment.
* Oversee the budget for policy and public affairs activities, ensuring effective resource allocation and financial stewardship.
* Ensure compliance with relevant laws, regulations, and ethical standards in all policy and public affairs activities.
* Be responsible for all other duties relating to the level of role i.e. regular reporting, budgeting, line management, etc.

**Behaviours and Values**

At Community Integrated Care “how” you approach your work is just as important as “what” you do. With that in mind, we have outlined the key behaviours that we look for at each level in our charity. This role aligns with level WHAT in our guide to behaviour.

**Job Evaluation**

Internal Evaluation Level: SUBJECT TO EVALUATION

External Evaluation Level: SUBJECT TO EVALUATION