



POLICY & PUBLIC AFFAIRS MANAGER

JOB DESCRIPTION

Job Title: Policy and Public Affairs Manager

Salary Range: £38,414 - £43,414

Reports to: Head of Policy and Communications

Location: London with UK-wide travel

Who are we?

Shaw Trust is a progressive charity on an exciting journey to help five times more people over the next five years. For over 30 years we have supported disabled and disadvantaged people to make positive changes to their lives through training and employment, and our ambitious plans need the right people to help us transform many more lives, in many more ways.

What we do is exciting, fulfilling and diverse and it's about to get even better. As well as employment services, we work with kids in schools, help offenders in prisons, and empower people to take part in activities that many of us would take for granted.

Working with us gives you far more benefits than a standard package; it gives you the chance to help turn someone's life around.

What we need

The key purpose of the position is to lead the charity's policy and public affairs work. The Policy and Public Affairs Manager will produce evidence-based policy and research work which puts the voice of our service users at its heart. They will also lead the dissemination of this research to parliamentarians in the UK and devolved governments, to change government policy for the betterment of our service users.

Main Duties and Responsibilities

Duties

1. To work with the Head of Policy and Communications to create an effective and engaging policy and public affairs strategy that aligns with the overall corporate strategy.
2. To manage and execute the policy and public affairs strategy and its campaigns and plans.
3. To line manage the Policy and Public Affairs Officer and to ensure that they produce work to a consistently high standard.
4. To be responsible for forging new relationships (and enhancing existing ones) at national, local and sectorial levels with key stakeholders, national and local government, parliamentarians, policymakers, civil servants, commissioners, think tanks, opinion formers and sector organisations. This includes facilitating one to one meetings with stakeholders like MPs.
5. To produce clear policy and lobbying positions on key public policy issues affecting Shaw Trust, and to document these in a messaging matrix.
6. To produce industry-leading policy and research work, including leading on the submission of consultation responses, producing policy reports and thought leadership papers, and producing briefings on Shaw Trust's policy work for MPs or other interested parties.
7. To lead, while working in partnership with the digital marketing and communications manager, the use of the charity's Twitter feed (and other relevant social media tools) to drive awareness of Shaw Trust and its campaigns and activities.
8. To create, manage and execute:
 - external speaking engagements and opportunities, including content for staff members of Shaw Trust
 - public affairs opportunities such as the charity's presence at party political conferences and other key external events
 - a range of external relations tools, including visits by key stakeholders, the daily news bulletin, messaging grid and stakeholder relationship database, and

- the use of the website and social media as campaign tools and for promoting content where relevant; especially the media centre, news and corporate pages and Twitter.
9. To act as a spokesperson for the charity, and to be a member of external committees where relevant.
 10. To manage landmark political activities, such as select committee appearances and policy launches.
 11. To commission and manage external suppliers and agencies ensuring projects such as policy and research work are satisfactorily completed, meeting time and budgetary requirements.
 12. To monitor the impact of Shaw Trust's policy and public affairs work including any quotations of the policy work in Shaw Trust's external publications and any changes to government policy as a result of the work.
 13. To lead on designing and implementing an impact measurement framework for Shaw Trust.
 14. To be responsible for political monitoring and evaluation.
 15. To undertake any appropriate learning and development tasks, as identified during regular reviews and formal appraisals.
 16. Managing correspondence to parliamentarians, including working with the Customer Care team to respond to any complaints received from elected representatives

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with

any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.

4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. Be aware of, promote and implement Shaw Trust's Quality and Information Security Management Systems.
8. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
9. Recycle and manage energy within your environment.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

Person Specification

Job Title: Policy and Public Affairs Manager

(E = Essential D = Desirable)

Core Competencies

- People centred in a commercial framework, takes accountability for results (E)
- Demonstrates a passion to further the charitable aims of the organisation and acts with integrity (E)
- Collaborates and unites with others behind the organisations mission (E)
- Provides a best in class service to all clients internal and external (E)

Technical competency (qualifications and training)

- Educated to honours degree level or equivalent work experience (E)
- Be a full member of a professional body or willing to work towards membership. You will be able to provide evidence of continuous professional and personal development. (E)

Experience

- High level of understanding, knowledge and practical application from prior role(s) of the political systems and processes in the UK with significant experience at this level. (E)
- A genuine interest in social policy and championing the interests of the charity's beneficiaries. (E)
- Experience of being a media spokesperson and media-trained. (D)
- Demonstrable experience in developing and implementing policy and public affairs in the context of the organisational strategy. (E)
- Demonstrable experience of roles and responsibilities in the job description. (E)

Skills and Attributes

- Experience of organisations going through significant positive change. (D)
- Excellent written, numeracy, verbal and networking skills. (E)
- Line management experience. (E)
- Gravitas and leadership presence, and excellent presentation skills. (E)
- The ability to work with the wider marketing and communications department to create an integrated function, sharing duties and representing other marketing and communications functions from time to time. (E)

Personal qualities, communicating and relating to others

- Proven ability to multi-task, manage multiple deadlines and be flexible in working style (take a 'running brief' for example) to deal with unpredictable events. (E)
- Positive attitude to disability, health problems and employment problems. (E)
- Flexible, adaptable and innovative. (E)
- Excellent interpersonal, communication and presentation skills demonstrating the

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| <p>ability to convey complex messages clearly. (E)</p> <ul style="list-style-type: none"> • Entrepreneurial and a team player, always looking to improve ways of working. (E) • Able to act, speak and write at all times with neutral personal political views. (E) • A responsible decision-maker. (E) |
| <p>Safeguarding</p> <ul style="list-style-type: none"> • Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. (E) • This post requires a Criminal Records Bureau disclosure at Basic Level (E) |
| <p>Other</p> <ul style="list-style-type: none"> • Willingness to undertake frequent travel around sites in the UK, including occasional overnight stays. (E) • Have an understanding of, and be able to, demonstrate a commitment to Equal Opportunities and Diversity. (E) • Evidence of continuous professional and personal development. (D) |