

Role Profile

Role	Public Affairs and Campaigns Manager	Location	Homebased, U.K Nationwide
Accountable for	Public Affairs Officer, Campaigns Officer (both for England) and 3 Public Affairs and Campaigns Officers – each covering Northern Ireland, Scotland, Wales (total, 5 staff)	Accountable to	Head of Policy and Influencing
Core Anchor Level	Support	Travel	Some
DBS check	n/a	Salary	Circa 45,000 per annum
Contract type	Fixed term: 12 months Maternity Cover	Grade	F
To be read alongside: Corporate Strategy			

Overall purpose and impact

The Public Affairs & Campaigns Manager leads the development and delivery of integrated evidence-based influencing strategies on key issues impacting people affected by stroke to help achieve our strategic goals, both directly lobbying for change and creating engaging and effective campaigns that mobilise the voices of stroke survivors and the wider stroke community.

This role holds excellent relationships with key external and internal stakeholders and partners, and acts as an impactful and engaging spokesperson at external events, meetings and in the media. They will develop engagement strategies involving government departments, civil servants, NHS colleagues, think tanks and others, and develop an impactful presence among parliamentarians to further our influencing objectives.

They will also lead the organisation's campaigns and advocacy activity, developing impactful campaigns, online and offline, to secure long-term change, monitoring and evaluating activity. They will grow our campaigner base, and work with others to ensure our campaigning and advocacy is a key impact method and integrated into the Stroke Association's wider audience journey.

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Working closely with the Policy Manager and Policy & Influencing Leads in Scotland, NI and Wales, this role ensures influencing alignment across the UK. They advise senior colleagues and those right across the organisation on influencing and are a key source of political expertise, supporting Locality Impact colleagues to influence and campaign locally in line with agreed national and local priorities.

They will line manage the Public Affairs and Campaigns team (5 roles) and deputise for the Head of Policy & Influencing where necessary. Supporting the Head of Policy & Influencing, the post holder is also responsible for developing and implementing of team level plans..

Responsibilities	Measured through delivery of
Lead the Public Affairs and Campaigns team to devise and deliver integrated public affairs and campaigns strategies that champion stroke on the public and political agenda and influence policy and legislation at a national and devolved nation level in partnership with nation teams, in line with our corporate strategy and responding to changes in the external environment. Ensure our influencing activity uses the latest evidence and policy intelligence. Monitor, evaluate and report on progress, key challenges and the impact we are making.	Team Plan. Annual objectives; team plan, 360 feedback
Lead UK-wide public affairs and wider stakeholder engagement, building and maintaining relationships with key external stakeholders. Develop an impactful presence in Westminster, with government departments, local government, NHS colleagues and with other sector stakeholders, including think tanks and charities, to amplify our policy messaging, secure buy-in for our policy reports and outputs and asks and directly lobbying for change.	Team Plan, Annual objectives; team KPIs; 360 feedback
Working closely with the Policy team, lead on political monitoring, intelligence gathering and horizon scanning to identify timely opportunities to extend our influence and achieve our objectives. Work with other charities and with our external coalitions to deliver joint campaigns and influencing activity where relevant.	Team Plan, Annual objectives; team KPIs; 360 feedback
Act a source of political insight and influencing expertise for the CEO, senior colleagues and other teams across the organisation. Share and interpret key political developments with relevant colleagues, producing well-researched, detailed, accessible analysis and briefings.	Organisation's Strategy, Team Plan, Annual objectives; team KPIs; 360 feedback

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Work closely with the Policy and Influencing Leads in Scotland, Northern Ireland and Wales, to support the planning and implementation of national and local influencing activities, ensuring public affairs and campaigns activity is aligned across the UK.	Organisation's Strategy, Team Plan, Annual objectives; team KPIs; 360 feedback
Lead the organisation's campaigns and advocacy work, managing the team to deliver engaging campaigning content and activity to support the growth of our supporter base and achievement of our objectives. Monitor and evaluation impact, using data to advise and improve overall engagement. Ensure the integration of campaigning into Customer Experience's wider supporter journey activity.	Organisation's Strategy, Team plan Annual objectives; team KPIs; 360 feedback
Support systems leadership activity across the organisation, through the development and maintenance of national influencing products. Advise on influencing tactics, political engagement and campaigns activity for use in local influencing approaches and campaigns to resist service threats. Support Locality Impact colleagues to influence and campaign locally, in line with national priorities.	Organisation's Strategy, Team plan, Annual objectives; 360 feedback
Work closely with Communications and Social Media teams to ensure our campaigns and influencing activity is supported by external-facing communications activity as a key impact method.	Organisation's Strategy Annual objectives; 360 feedback
Work closely with the Campaigns Officer to ensure that people affected by stroke are meaningfully involved in the development and the implementation of all our influencing activity.	Organisation's Strategy, Team Plan, Annual objectives; team KPIs; 360 feedback
To manage a team of Public Affairs and Campaigns Officers, ensuring all members are motivated and inspired to achieve their performance objectives. Ensure work is delivered on time and to a high standard, and team morale and mood remain high. Effectively manage team contracts and any annual subscriptions.	Team Plan, Annual objectives; 360 feedback
Deputise for the Head of Policy and Influencing when appropriate and contribute to management responsibilities in the Policy and Influencing team.	Team Plan, Annual objectives; 360 feedback
Act as an effective and engaging representative of the Stroke Association at external events, conferences, high-profile meetings and as a media spokesperson.	Team Plan, Annual objectives; 360 feedback

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Person Specification
Experience
Experience of developing and implementing targeted public affairs work and evidence-based campaigns aimed at securing policy change and ensuring internal buy-in and monitoring and evaluating their effectiveness
Experience of developing strategic relationships with influencing targets, key stakeholders and external partners to achieve policy and campaigning objectives
Experience of meaningfully engaging supporters in campaigning and influencing work at a local or national level
Experience of managing and motivating a team
Experience of coalition working
Skills and abilities
Exceptional written and oral communication skills, including experience of developing and delivering briefings for a range of audiences, including parliamentarians and senior colleagues, with the ability to translate complex information simply and effectively and present publicly.
Excellent relationship building skills, ability to motivate and engage a range of audiences
Strong understanding of local and national policy, how to influence it and how policy is translated into practice
Knowledge of online and offline campaigning strategies and techniques
Strong leadership, strategic thinking, project management and organisation skills, with an ability to deliver in a high-pressured environment
Excellent team working skills, with ability to be flexible, collaborative and innovative and maintain a problem-solving attitude
Excellent IT skills – e.g. creating clear, influential presentations, using a CRM and digital advocacy software
Knowledge of stroke
Other requirements
Ability to demonstrate an understanding and commitment to our corporate values and the principles of equal opportunities and diversity
To stay away from home and travel across the UK as required