

Role Profile



Role	Public Affairs Officer	Location	Homebased, UK
Accountable for	N/A	Accountable to	Public Affairs and Campaigns Manager
Core Anchor Level	Deliver	Travel	Regular travel to London, occasional to the rest of the UK
DBS check	Not required	Salary Grade	Salary circa £36,000 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance to where you live) Grade E
Contract type	Permanent	Hours	35

Overall purpose and impact

The Public Affairs Officer delivers our organisation’s public affairs activity as part of our integrated influencing activity. Working with the rest of the Policy & Influencing team, you will plan and deliver effective influencing activity to help achieve our team objectives on key issues impacting people affected by stroke. You will also work closely with the England Locality teams to develop and deliver influencing activity at the local level for the Stroke Association.

This role will plan and deliver public affairs activity to support the organisation’s influencing priorities. This includes developing and maintaining good relationships with a wide range of stakeholders, including parliamentarians, civil servants, NHS colleagues, clinicians and other decision makers who can influence and shape stroke policy. You will track and log stakeholder contact and take primary responsibility for the management of political stakeholders. You will also attend, and support others to attend, meetings and events representing the Stroke Association, including developing high-quality briefings and supporting information for the CEO and senior members of staff.

You will provide political monitoring and horizon scanning at an organisational level, ensuring colleagues across the team and wider Stroke Association understand the latest developments in the external political landscape. Using your public affairs expertise, you will also support

Role Profile

and advise colleagues, helping to embed influencing skills and tactics across the organisation, particularly supporting senior colleagues to influence in line with agreed national and local priorities.

The Public Affairs Officer will work with colleagues in the wider Systems Engagement team and with colleagues working in the devolved nations, to deliver a consistent approach to influencing and stakeholder engagement across multiple areas of work. This includes regular attendance at team meetings, sharing updates and evaluations of work, learning from others, and planning and delivering work as a team.

Responsibilities	Measured through delivery of
Develop and deliver Westminster public affairs strategies, working with the Campaigns Officer and Policy team to make sure our influencing activity supports and amplifies our policy messaging and key asks. Work with the rest of the Public Affairs & Campaigns team to achieve a consistent and aligned approach to influencing across the UK.	Team charter; Directorate charter; Annual objectives; team KPIs; 360 feedback
Plan and deliver the Stroke Association's parliamentary engagement. Working within an agreed budget, plan and deliver public affairs activities, to extend the charity's reach and influence. Activity to include: drafting PQs and debate briefings, securing meetings, organising parliamentary events, organising party conference attendance.	Team charter; Annual objectives; team KPIs; 360 feedback
Plan and deliver the Stroke Association's stakeholder engagement. Identifying, building and maintaining effective relationships with key external stakeholders and decision makers, involving colleagues when needed. Record and manage these appropriately.	Team charter; Annual objectives; team KPIs; 360 feedback
Identify key political and policy developments relevant to the Stroke Association, through effective horizon scanning and monitoring. Support colleagues to understand the external political and policy environment, by communicating and interpreting these developments via various channels, and advising accordingly.	Team charter; Annual objectives; team KPIs; 360 feedback
Support and advise colleagues to influence effectively locally and nationally, particularly senior members of staff through ad-hoc monitoring, and developing briefings and supporting information.	Annual objectives; team KPIs; 360 feedback

Role Profile

Embed influencing skills and knowledge across all levels of the organisation, locally and nationally. Work closely with colleagues across the organisation to ensure the charity's work is based on measured influencing advice.	Annual objectives; team KPIs; 360 feedback
Support the Campaigns Officer to deliver engaging campaigning activity that meets our influencing aims.	Directorate charter; Team charter; Annual objectives; team KPIs; 360 feedback
Act as an effective and engaging representative of the Stroke Association at external events, conferences and meetings, speaking confidently about our influencing priorities and advocating for our policy positions.	Annual objectives; 360 feedback
Manage volunteers and interns as required.	Annual objectives; team KPIs; 360 feedback

Person Specification
Experience
A track record of developing and delivering parliamentary engagement activities with demonstrable impact
Experience of developing and maintaining relationships with key stakeholders, including parliamentarians, government departments and others, to achieve agreed objectives
Previous experience of developing briefings for a range of audiences, including campaigners, parliamentarians and senior colleagues
Skills and abilities
Exceptional written and verbal communication skills, ability to communicate complex information simply and effectively to a range of audiences, and through a range of channels
Ability to analyse complex policy and turn it into accessible and persuasive influencing messages
Excellent political monitoring and horizon-scanning skills
Strong project management, planning and organisational skills
Strong presentation and public speaking skills
Strong IT Skills, proficient in using Microsoft applications
Knowledge of stroke
Other requirements
Ability to demonstrate an understanding and commitment to our corporate values
To be committed to the principles of equal opportunities and diversity

Role Profile

