



<b>Role title</b>	Head of Advocacy & Campaigns	<b>Directorate</b>	Marketing & External Affairs
<b>Location</b>	Flexible – the role can be based in our London, Nottingham, Bromsgrove or Salford Offices. Other locations will also be considered.	<b>Accountable to</b>	Deputy Director – Policy & Influencing
<b>Travel requirement</b>	Regular	<b>Accountable for</b>	Campaigns Officers x 2; Local Campaigns Officer x 1; Campaigns Admin Assistant x 1
<b>DBS check</b>	No	<b>Core Role Anchor Level</b>	Support

<b>Hours</b>	35	<b>Grade</b>	F	<b>Salary</b>	Circa £40,600 per annum (national) Circa £43,900 per annum (including £3,299 inner London weighting)
<b>Contract type</b>			Fixed-term for 12 months from appointment		

Stroke Association. Rebuilding lives after stroke.

When stroke strikes, part of your brain shuts down. And so does a part of you. That’s because a stroke happens in the brain, the control centre for who we are and what we can do. It happens every five minutes in the UK and changes lives instantly. Recovery is tough, but with the right specialist support and a ton of courage and determination, the brain can adapt. Our specialist support, research and campaigning are only possible with the courage and determination of the stroke community.

We believe everyone deserves to live the best life they can after stroke. And it’s a team effort to get there.

We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support to rebuild their lives.

Every five minutes, stroke destroys lives. Help us rebuild them and join our team.

### **Directorate**

Our Marketing and External Affairs Directorate plays a vital role in delivering our strategy. We provide strategic leadership for engagement and stewardship of key audiences through an integrated, results orientated approach. Working alongside Fundraising and

Services we deliver leadership and expertise in marketing, public affairs, PR, event management, multimedia design and digital to deliver our vision.

Join us and help to achieve a world free of stroke.

### **Purpose of role**

The Head of Advocacy leads the organisation's campaigning work, supporting the team to develop and implement evidence-based influencing campaigns which are informed by the views of people affected by stroke and encourage and support them to take part. This ensures our campaigning work is authentic and impactful and the voices of stroke survivors are heard at the highest levels, helping to achieve our strategic goals of making stroke a priority and ensuring all stroke survivors receive the support they need.

Working closely with the Head of Policy & Public Affairs, the post holder also leads our work supporting staff across the organisation to campaign locally, in line with national priorities and to campaign against closures to our vital support services.

As part of Head of Advocacy's remit to engage and mobilise stroke survivors, they will lead the development of two key projects alongside the organisations work to implement the National Stroke Programme in England. These are the development of a National Stroke Survivor Initiative, which will seek to identify the long term outcomes which matter most to people affected by stroke and address them through research, services and campaigning and the Stroke Passport, a digital product which will test new ways of providing more consistent information to stroke survivors about their care and the services they receive.

The Head of Advocacy ensures that we have excellent relationships with key stakeholders and partners and acts as an effective and engaging spokesperson at external events, meetings and in the media.

The post holder is also responsible for developing and overseeing the implementation of team level plans, managing the campaigns team budget and contributing to the development of department and organisational business plans and budgets.

### Key responsibilities of role

Responsibility areas	Performance Indicators	Key Competencies
Lead the development and implementation of <b>evidence-based local and national influencing campaigns</b> , as required by the influencing and campaigning approach and the organisational strategy, ensuring campaigns are evidence based and informed by the views of stroke survivors. Lead on monitoring, evaluating and reporting on progress, key challenges and the impact we are making.	<ul style="list-style-type: none"> <li>• Campaign strategies developed and implemented</li> <li>• Campaign successes achieved</li> <li>• Monitoring and evaluation frameworks developed and utilised</li> <li>• Influencing activity in line with organisational goals</li> </ul>	Communication and Collaboration Leadership
<b>Support staff across the organisation to campaign</b> locally, in line with national priorities and to campaign against closures to our vital support services, leading the creation of training and resources to facilitate campaigning	<ul style="list-style-type: none"> <li>• Level of staff engagement</li> <li>• Development of toolkits / resources</li> <li>• Campaign successes achieved</li> <li>• Feedback from colleagues</li> </ul>	Customer focus Improvement and innovation
Lead the development of the <b>National Stroke Survivor Initiative</b> , working closely with the policy team, research team, insight team internally, with stroke survivors and with relevant external partners and	<ul style="list-style-type: none"> <li>• Development of NSSI</li> <li>• Stroke survivors and stakeholders engaged</li> <li>• Development of passport</li> </ul>	Improvement and innovation Leadership

<p>stakeholders to shape and implement the programme. Oversee the development of the <b>Stroke Passport</b> and ensure its alignment with the NSSI and with other relevant initiatives.</p>		
<p>Oversee <b>involvement of stroke survivors</b> in the work of the Policy &amp; Influencing team and contributing to organisational wide work streams seeking to strengthen stroke survivor engagement across our work.</p>	<ul style="list-style-type: none"> <li>• Level of engagement in Policy &amp; Influencing Reference Group</li> <li>• Engagement in organisational work streams on user engagement</li> </ul>	<p>Customer focus</p> <p>Continuous improvement and innovation</p>
<p>Build <b>effective relationships</b> with key stakeholders and partners, ensuring relationships are recorded, managed and maintained in line with team processes.</p>	<ul style="list-style-type: none"> <li>• Relationships built, maintained and strengthened</li> <li>• Results of these relationships</li> </ul>	<p>Communication &amp; collaboration</p> <p>Leadership</p> <p>Business acumen</p>
<p>Act as an effective and <b>engaging spokesperson</b> and representative of the Stroke Association at external events, conferences, high-profile meetings and in the media.</p>	<ul style="list-style-type: none"> <li>• Media interviews &amp; feedback from journalist and presenters</li> <li>• Stakeholder relationships developed, results of those relationships</li> </ul>	<p>Communication and collaboration</p>
<p>Contribute to <b>leading</b> the Prevention, Policy &amp; Influencing team as a senior manager within the team,</p>	<ul style="list-style-type: none"> <li>• Actions taken in line with corporate strategy</li> </ul>	<p>Leadership</p> <p>Change readiness</p>

<p>taking actions to ensure effective delivery of the corporate strategy and in delivering cross-departmental change projects.</p>	<ul style="list-style-type: none"> <li>• Actions taken to support cross-departmental projects</li> </ul>	
<p><b>Manage</b> the work of the Campaigns team, ensuring all members are motivated and inspired to achieve their performance objectives, that work is delivered on time and to a high standard, and that team morale and mood remain high. Manage team level budget.</p>	<ul style="list-style-type: none"> <li>• Development of annual team plans and KPIs</li> <li>• Development of objectives for all members of staff</li> <li>• Staff survey results for team</li> <li>• 360 feedback from members of team and others</li> <li>• Effective budget management</li> </ul>	<p>Leadership Business acumen</p>

## Mandatory responsibilities of role

To undertake any other duties commensurate with the purpose and remit of the post.

Responsibility areas	Performance Indicators	Key Competencies
To ensure that you manage and develop your own and your team's performance	<ul style="list-style-type: none"> <li>• Evidenced attendance at personal training and regional events</li> <li>• All mandatory training is completed</li> <li>• Performance and Development Review completed to standard.</li> </ul>	Leadership Improvement and Innovation
To follow the Stroke Association's policies and procedures	<ul style="list-style-type: none"> <li>• Familiar with competency framework including values, mission and vision.</li> <li>• Accessed and read the Staff Handbook and any relevant policies and procedures to your role.</li> <li>• Willing to travel during the course of your duties with possible overnight stays away from home.</li> </ul>	Change Readiness Business Acumen
To contribute to any project work as required.	<ul style="list-style-type: none"> <li>• Examples of project work.</li> </ul>	Business Acumen Improvement and Innovation Communication and Collaboration Change readiness

## Person specification

Education	Essential/ Desirable
Educated to degree level or with relevant work experience	Essential
Willingness to undertake training and continuing professional development	Essential
Experience	
Experience developing and implementing effective, evidence-based influencing campaigns aimed at securing policy change, ensuring internal buy-in and monitoring and evaluating their effectiveness.	Essential
Experience influencing health or social care policy locally and nationally	Essential
Experience of meaningfully engaging supporters in campaigning and influencing work at a local or national level.	
Experience of implementing organisational change programmes at a senior level	Essential
Experience developing and implementing training / learning programmes	Essential
Experience of developing strategic relationships with influencing targets, key stakeholders and external partners to achieve policy and campaigning objectives.	Essential
Experience of local and national media interviews.	Essential
Experience leading and motivating a team.	Essential
Skills and knowledge	
Excellent communication skills, ability to translate complex information simply and	Essential

effectively, using a range of communication methods.	
Strong understanding of local and national policy, how to influence it and how policy is translated into practice.	Essential
Excellent relationship building skills, ability to motivate and engage a range of audiences	Essential
Knowledge of stroke	Desirable
Strong leadership, strategic thinking and project management skills	Essential
Excellent team working skills, ability to be flexible, collaborative and innovative in day to day work	Essential
Positive, problem solving attitude and ability to work in a high pressure environment.	Essential
Ability to cope with uncertainty, complexity in projects and ability to tackle 'wicked problems'	Essential
Excellent IT skills	Essential
<b>Other requirements</b>	
Ability to demonstrate an understanding and commitment to our corporate values	Essential
To be committed to the principles of equal opportunities and diversity	Essential
To stay away from home and travel across the UK as required	Essential

This information will be used as part of the shortlisting process.