



## Job Description

<b>Job Title</b>	Public Affairs, Policy & Membership Manager
<b>Location</b>	Hybrid, (two to four days per month) in our Bristol office
<b>Hours per week</b>	35
<b>Reporting to</b>	Associate Director of External Affairs & Membership
<b>Direct Reports</b>	Membership Engagement Officer

### Together for Short Lives

Together for Short Lives is the leading UK-wide charity for children living with serious illness, their families and the services that provide them with palliative care.

**Together we support** families to live their lives, through the ups and downs, offering practical, emotional and financial help.

**Together we unite** our sector by prioritising and sharing crucial research, leading guidance and standards, connecting professionals and raising vital funds for children's hospice and palliative care services.

**Together we campaign** to make sure that children with serious illness and their families get the care and support they need, when and where they need it.

### Purpose of Role

- The Public Affairs, Policy & Membership Manager will play a key role in our work to make sure policy helps improve quality of life for seriously ill children and their families.
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- As a key member of the External Affairs team, the Manager will help shape our influencing strategy, support evidence-led policy work, and lead our membership engagement to ensure our community feels valued and informed
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- Reporting to the Associate Director of External Affairs & Membership, the post-holder will:
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- gather evidence about the extent to which children and families are receiving the quality of palliative care they need, as specified by government, the NHS and others
- develop policy asks which aim to overcome the barriers that children and families face in trying to access the care they need
- help identify the stakeholders we need to influence to make sure these policies are implemented – and develop plans for engaging them
- monitor activity in the UK Parliament and devolved legislatures and analyse this for our members

- provide secretariat support to the APPG for Children Who Need Palliative Care, working with the co-chairs to organise meetings and events as appropriate
- respond to relevant policy consultations and committee inquiries.
- the postholder will also line manage the Membership Engagement Officer, and support them in the reviewing, development and delivery of our membership programme and supporting their development and performance.

## Key Responsibilities

### Area 1: Public Affairs and Policy

- Develop and deliver the organisation's influencing strategy in collaboration with the Associate Director of External Affairs & Membership
- Work with the Associate Director of External Affairs & Membership to manage the policy and public affairs budget
- Monitor parliamentary and assembly activity, policy developments and the media across the UK's countries and regions - and provide Together for Short Lives staff, trustees and members with timely analysis.
- Provide secretariat services to the All-Party Parliamentary Group for Children Who Need Palliative Care, including organising events, writing reports, disseminating findings of inquiries and associated engagement and influencing plans.
- Make sure that Together for Short Lives' key external public policy stakeholders are mapped according to their interest and influence – and that a strategy is developed to build and maintain relationships with them.
- Form and maintain relationships with key officials in the UK's governments and arms-length bodies, MP, peers and their staff.
- Support Together for Short Lives' membership in Northern Ireland, Scotland and Wales to form and maintain relationships with ministers and officials in the devolved governments – and with members of the Scottish Parliament, Welsh Parliament and the Northern Ireland Assembly.
- Represent Together for Short Lives on external groups and forums.
- Work with the Clinical and Research Lead to ensure Together for Short Lives is represented at children's palliative care network meetings and policy-related updates are provided
- Ensure that Together for Short Lives, staff, trustees, members and partners have up to date and relevant data and information to support their work.
- Disseminate key research and policy information to Together for Short Lives' members and partners, including writing briefings and interpreting research findings.
- Work with the Family Support Hub Manager to involve young people and parents in our campaigns – in particular to encourage them to engage with their local politicians.
- Write and refresh website, e-communications and social media content on policy developments, campaigning and lobbying activity.
- Bring creativity, policy insight and flair to the role with an understanding of Westminster and Whitehall as well as the children's palliative care sector.
- Monitor and report on the impact of policy and public affairs activity, ensuring continuous improvement and alignment with strategic goals
- To carry out any other duties within the scope, spirit and purpose of the post as requested by your line manager.

## **Area 2: Membership**

- Support the Associate Director of External Affairs and Membership to lead the strategic development and operational delivery of our membership programme, working with the Membership Engagement Officer to ensure it is compelling, valued and sustainable
- Manage the work of the Membership and Engagement Officer to undertake and maintain work to assess relative position in the marketplace
- Support the work of the Membership and Engagement Officer (and the Associate Director) to ensure the operational plan reflects the requirements and deliverables of a membership programme ie, timings, process, communication, evaluation, budgets
- Oversee the collection and use of insight and data to monitor membership satisfaction, drive improvements, and inform strategic planning
- Collate and draft policy-related updates on a monthly basis for our member newsletter (Leaders Briefing)

## Person Specification

Qualities	Essential	Desirable
Qualifications	Degree or equivalent level qualification or experience.	
Experience	<ul style="list-style-type: none"> <li>• Experience of working in a public affairs or policy role.</li> <li>• Experience of influencing public policy.</li> <li>• Experience of working with a diverse group of stakeholders and building good relationships.</li> <li>• Experience of working in a networked way across different teams.</li> <li>• Experience of drafting, running, analysing and reporting the findings of online surveys.</li> <li>• Experience of managing or supervising staff, with the ability to support and develop team members.</li> <li>• Experience of contributing to strategic planning or business development in a charity or non-profit setting</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in children’s palliative care or related environment.</li> <li>• Experience of working in a membership organisation.</li> <li>• Experience of working for a charity.</li> <li>• Public affairs experience gained in one of the UK’s parliaments or assemblies, in-house within an organisation or for a consultancy.</li> <li>• Experience of using social media channels to engage a range of audiences.</li> <li>• Experience of writing newsletters or other regular electronic communications.</li> <li>• Experience of editing websites using content management systems.</li> <li>• Experience of using databases to manage relationships and segment audiences.</li> </ul>
Skills & Abilities	<ul style="list-style-type: none"> <li>• Organised and methodical in approach.</li> <li>• Ability to analyse and evaluate data and performance measures.</li> <li>• Excellent interpersonal and communication skills.</li> <li>• Excellent written communication skills.</li> <li>• Ability to develop effective working relationships across boundaries, internally and externally.</li> <li>• Ability to work under pressure, set priorities and meet deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of how the UK and devolved governments work and how they can be influenced.</li> <li>• Knowledge of how the UK’s parliaments and assemblies’ work.</li> <li>• An understanding of how the NHS works in the four UK countries.</li> <li>• An understanding of how the social care system works for disabled children in the four UK nations and regions.</li> </ul>

	<ul style="list-style-type: none"> <li>• IT literate.</li> <li>• Ability to engage audiences and create content using social media, in particular Twitter and Facebook.</li> <li>• Good understanding of Westminster and Whitehall with familiarity of the parliamentary process.</li> <li>• Good understanding of research methodology.</li> <li>• Understand the vision, mission and values of Together for Short Lives.</li> <li>• Ability to work remotely from colleagues when at home or while travelling.</li> <li>• Ability to work in a busy office environment.</li> <li>• Able to lead projects with minimal supervision and drive initiatives forward.</li> <li>• Strong stakeholder engagement and influencing skills, including working with senior external contacts.</li> <li>• Ability to balance attention to detail with a strategic perspective.</li> </ul>	
<p>Personal Qualities</p>	<ul style="list-style-type: none"> <li>• Energetic with a high degree of personal drive and initiative.</li> <li>• Strong intellect and ability to make informed decisions.</li> <li>• Empathy with the children who need palliative care and their families – and a commitment to improving their quality of life.</li> <li>• Committed to the vision, mission and values of the charity.</li> <li>• Commitment to quality member service, best practice and best value in all aspects of the charity's operations.</li> <li>• Willingness to work flexibly, to react at short notice to changing</li> </ul>	

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