

Job Description

The merged charity

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

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| Job title | Policy and Public Affairs Lead, Scotland |
| Directorate | Communications and Influencing |
| Team | Policy, Evidence and Influencing |
| Job title of reporting manager | Head of Policy and Evidence |
| Job title(s) of direct reports | - |
| Document created (Month and Year) | October 2019 |

Overview of directorate

The Communications and Influencing Directorate will market and communicate the new charity, its work and impact, to all those affected by the disease; provide high quality information and communication about breast cancer; keep the cause and patient voice high on the policy, political and media agenda; galvanize engagement and support and campaign for change; influence policy and practice; and ensure the charity is digitally enabled to deliver on its strategy.

The Directorate works collaboratively with the public, patients, supporters, partners, influencers, scientists and healthcare professionals to develop communications and information that builds awareness, trust, affinity and influence, and delivers vital information and services to those affected.

The Directorate is responsible for four key areas: Brand, Marketing and Communications; Digital; Policy, Evidence and Influencing, Public Relations and Celebrity and the team is currently based in London and Edinburgh.

Job purpose

- To lead the development and delivery of the charity's policy and public affairs strategy and plans in Scotland.

- To work with colleagues in the Policy, Evidence and Influencing team to develop evidence-based policy calls and recommendations relevant to the Scottish context that advance the charity's UK-wide policy objectives.
- To represent the charity at external meetings, developing contacts, building relationships, increasing the charity's profile and identifying / acting on opportunities to influence.
- To oversee the design, development and delivery of comprehensive public affairs plans to shape the national policy environment in Scotland in line with the charity's strategic aims and policy calls.
- To support the roll out of campaigns in Scotland, working closely with the Campaigns & Public Affairs Manager and Senior Campaigns Lead.

Key tasks and duties

Policy development

- To develop credible, evidence-based policy positions on key policy areas relevant to the Scottish context taking account of the charity's UK-wide influencing objectives.
- To draft policy materials including briefings, documents, consultation responses, letters, reports and messaging on key policy areas.
- To maintain knowledge of key policy issues and understanding of the external policy and influencing environment, working closely with policy leads in the Policy, Evidence and Influencing team in London.
- To ensure the involvement of people affected by breast cancer, their families, carers and health professionals to inform policy development in Scotland.
- To horizon-scan, monitor and proactively identify issues which require action.

Policy influencing

- To develop strong relationships with key stakeholders including the Scottish Government, other charities, researchers, policymakers and healthcare professionals to help influence policy in key areas, working closely with the Head of Services, Scotland.
- To work in partnership with external organisations to influence on areas of mutual interest where appropriate.
- To feed in insight to/gather insight from external meetings and events.

Public affairs and campaigns

- To work with the Campaigns and Public Affairs Manager to design, develop and deliver public affairs plans in Scotland to deliver the charity's policy calls.
- To identify, develop and implement key public affairs activities that support the charity's influencing and awareness raising objectives in Scotland.
- To maintain an up-to-date knowledge of current key issues and policies relevant to breast cancer and research, and an understanding of the external environment in which the charity is aiming to influence in Scotland.
- To exercise good political judgement and act as a source of expert advice on the Scottish political

and health context within the charity.

- To advise on the development, and support the delivery, of campaign activities in Scotland.

External representation

- To act as a key spokesperson for Scotland, representing the charity in the media, at major Scottish fundraising events and in meetings with key Scottish supporters, campaigners and senior stakeholders.

Working across the organisation

- To provide advice on key areas of policy as necessary to a range of colleagues in the organisation.
- To work closely with the PR team to provide expert commentary on media stories and act as a media spokesperson in Scotland.
- To ensure that colleagues are informed about Scottish policy, public affairs and campaigning work.
- To work closely with the Head of Services, Scotland to ensure that insight and experiences from our services are utilised in policy and public affairs activity in Scotland.

General responsibilities

- To ensure evaluation and reporting measures are in place for influencing activities.
- To support the development, implementation and review of the Policy, Evidence and Influencing team strategy, operational plans and budgets.
- To travel to London and work outside of office hours on a regular basis.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- Of designing and delivering policy and public affairs strategies, campaigns and stakeholder management activity that engages key audiences to deliver results
- Of analysing data to support policy development
- Proven track record in delivering public affairs activities at a national level
- Proven track record of working effectively at meetings and events with internal and external stakeholders and being comfortable engaging specialists/senior figures in your field

It is **desirable** for you to have the following qualifications and experience:

- Of media training and/or experience working with the media
- Of working with Cross Party Groups or similar.

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Strong analytical skills to interpret research and evidence and the ability to develop creative policy positions
- Excellent IT skills; proficiency in Word, Outlook, Explorer, Excel and supporter databases
- Proven ability to build strong relationships and manage relationships with politicians, senior policymakers, patients, the public, professionals within a sector and other key stakeholders
- Proven ability to work independently and as part of a team
- Proven ability to plan, organise and prioritise own workload
- Proven ability to lead and manage projects; excellent communication and negotiations skills
- Proven ability to think strategically, pragmatically and creatively
- Flexibility and willing to adapt to changing work practices and work across a UK wide charity
- Willingness to travel outside of office hours

Knowledge

It is **essential** for you to have the following level of knowledge:

- An excellent understanding of the current policy landscape in Scotland or the UK, including the parliamentary process and legislative system
- Of how to work within the Scottish or UK political system and the variety of tactics for influencing and campaigning for success
- Understanding of and commitment to the principle of involving patients in shaping and developing health services
- Understanding of the impact of own behaviour or action on others

It is **desirable** for you to have the following level of knowledge:

- A thorough knowledge of breast cancer and related health issues within the NHS in Scotland
- Knowledge of NHS Scotland staff and processes
- Understanding of and affinity with the voluntary sector

Role Information

Key internal working relationships

You will work closely with the following:

- Other members of the Policy, Evidence and Influencing team
- Head of Services, Scotland
- Colleagues in the Scotland offices (Edinburgh and Glasgow)
- PR team
- Research Directorate and Research Communications teams
- Director of Communications and Influencing
- Chief Executive (as appropriate)

Key external working relationships

You will work closely with the following:

- People affected by, or at risk of, breast cancer
- Healthcare professionals, government officials, politicians, policy-makers, researchers and experts in a wide variety of external organisations
- Health bodies
- Other charities and patient groups
- Think tanks and agencies as well as strategic insight and market research agencies
- Relevant professional networks and membership bodies

General information

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| Number of posts in the directorate | Circa 90 |
| Number of posts in the team | 17 |
| Location of role | Robertson House, 152 Bath St, Glasgow G2 4TB OR 222 Leith Walk, Edinburgh EH6 5EQ |
| Hours of work | 35 per week, Monday to Friday |
| Contract type | Permanent |
| Medical research | We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives. |
| Conflict of interests | You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, |

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| | occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken. |
| Immigration, Asylum and Nationality Act 2006 | You should not have any restrictions on your eligibility to indefinitely work or reside in the UK. |