



## MS SOCIETY JOB DESCRIPTION

**Job Title: Policy, Public Affairs and Campaigns Manager (Scotland)**

**Location: Scotland Office, Ratho**

**Reports to: Country Director, Scotland**

### **Introduction to multiple sclerosis and the MS Society**

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

### **Purpose**

To enhance the profile of the MS Society within Scotland, among decision makers and the public, and to organise campaigns and policy initiatives based on the experiences of people living with MS.

To develop and co-ordinate work to mobilise the Scottish MS Community to make a powerful case for continued improvement in the treatment, care and support of people living with MS.

As a key member of the Scotland team, contribute to the leadership, planning and policy formulation of the team as a whole.

As a member of the management community influence and implement the MS Society's direction of travel to meet our organisational objectives in Scotland.

### **Key Relationships:**

#### **Internal**

The post holder will work closely with the rest of the Scotland team and within policy, influencing and campaigns colleagues across the UK.

#### **External**

The post holder works closely with:

Members of the Scottish Parliament (MSPs), Scottish Members of Parliament (MPs) and Peers, Scottish Government officials and policy advisers, health and social care professionals, policy research bodies, and third sector organisations.

### **Key Accountabilities:**

The MS Society Policy, Public Affairs and Campaigns Manager will support delivery of the Scotland team strategy to deliver the MS Society's goals by:

#### **1. Business plan implementation**

1a Support the development and implementation of policy and public affairs initiatives for the MS Society in Scotland.

1b Respond to Scottish Government, Scottish Parliament and other key decision making bodies and promote MS Society policy positions in the legislative and decision making process.

1c Develop campaigns for the MS Society.

1d Representing the MS Society at policy related events.

#### **2. People management**

#### **3. Monitoring and reporting on performance**

### **General**

### **Detailed Responsibilities:**

#### **1. Business plan implementation 90%**

Work with the Country Director, Scotland to:

- Plan and allocate work, monitor achievement of deadlines, and support staff as appropriate.
- Focus the work of the team to implement business plans and contribute to the achievement of the MS Society's strategic aims and priorities.
- Ensure a clear focus on driving improvements in quality, impact and performance.
- Focus on driving improvements in quality, impact and performance.

#### **1a Support the development and implementation of policy and public affairs initiatives for the MS Society in Scotland (30%)**

- Work with MSPs and MPs to ensure that MS and the MS Society has a high profile at parliamentary level in Scotland.
- Support the work of the Voices for Change programme and ensure that opportunities to involve people affected by MS in the MS Society's work is maximised.

**1b Respond to Scottish Government, Scottish Parliament and other key decision making bodies and promote MS Society policy positions in the legislative and decision making process (25%)**

- Select and respond to relevant policy documents and consultations, in consultation with the Policy team at MSNC.
- Compile briefings for MSPs and work with the relevant MSNC teams to advise Scottish MPs and Peers on specific issues.
- Work with the MSNC policy team to develop policies and ensure that MS Society policy positions are sensitive to the specific needs of Scotland.

**1c Developing campaigns for the MS Society (30%)**

- Plan, manage and implementing campaigns to deadlines, achieving measurable results and evaluating them against objectives.
- Work closely with the campaigns team in MSNC throughout the planning and implementation stages to ensure that all UK wide campaigns reflect the political and policy landscape in Scotland.
- Advise on the most effective channels to deliver the MS Society campaigning activities in Scotland, including digital.
- To develop and maintain the support of key staff and volunteers to ensure that the above strategies are delivered in Scotland.

**1d Representing the MS Society at policy and other relevant events (5%)**

- To represent the MS Society at relevant internal and external meetings and committees, as agreed with the Country Director, Scotland.

**2. People Management 5%**

- Manage performance and development, through regular feedback, supervision, supporting learning and the performance development review process.
- Recruit and induct new staff.
- Develop and maintain effective working relationships across the team, department, directorate and Society.

### **3. Monitoring and Reporting on Performance 5%**

- Analyse and evaluate performance, monitoring and reporting against objectives, outcomes and KPIs.
- Ensure corrective action to be taken in a timely manner
- Ensure the impact of the Policy, Public Affairs and Campaign Manager's work is measured in accordance with the MS Society's outcomes framework.

#### **General**

- Compliance with the MS Society's governance procedures, MS Society's policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- Act as project manager as required and contributing to relevant programmes and projects.
- Provide advice to the Country Director (Scotland) on matters relating to the teams function.

#### **Other Duties**

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Policy, Public Affairs and Campaigns Manager.

#### **Person Specification**

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

#### **Qualifications**

##### **Essential**

- A levels/equivalent qualification or
- A relevant, recognised professional qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

#### **Experience**

##### **Essential**

- Experience of developing a communications strategy
- Significant experience in a policy/media relations/campaigning environment
- A proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines
- Experience of developing, communicating and implementing business plans

- Proven planning and project management experience to control effective use of resources.
- Demonstrable experience of applying effective problem solving techniques when the situation demands.
- Experience of financial and budgetary management,

## **Knowledge and skills**

### Essential

- Good understanding of the health and social care policy landscape and its application in practice in Scotland.
- Good understanding of how to influence key statutory and professional bodies AND/OR professional networks, local authorities and NHS Scotland.
- Excellent copy writing skills.
- Good analytical problem solving skills.
- The ability to manage change effectively.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Excellent organisational and workload management skills.
- IT skills, in particular Excel, Word and PowerPoint.

### Desirable

- Able to gain the confidence of managerial colleagues across multi professional/ multidisciplinary groups.
- Ability to work independently but part of a larger 'virtual team'.
- The ability to focus on impact and deliver outstanding results in a team environment.

## **Employment terms**

**Grade:                    Band F Level 1**

**Signed by post holder**

**Date**

**Signed by Executive Director**

**Date**



## MS SOCIETY JOB DESCRIPTION

### MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</p>	Together  Expert
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</p>	Bold  Ambitious

<p><b>Sound decisions</b></p>	<p><b>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</b></p> <p><b>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</b></p>	<p><b>Ambitious</b></p> <p><b>Expert</b></p>
<p><b>Collaborative working</b></p>	<p><b>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</b></p> <p><b>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</b></p>	<p><b>Together</b></p>
<p><b>Effective Communication</b></p>	<p><b>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</b></p> <p><b>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</b></p>	<p><b>Together</b></p> <p><b>Expert</b></p>

<b>Outcome focussed</b>	<p><b>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</b></p> <p><b>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</b></p>	<b>Bold</b>  <b>Together</b>
<b>Inclusivity</b>	<p><b>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</b></p> <p><b>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</b></p>	<b>Together</b>
<b>Accountability</b>	<p><b>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</b></p> <p><b>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.</b></p>	<b>Bold</b>  <b>Expert</b>  <b>Ambitious</b>  <b>Together</b>
	<p><b>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and</b></p>	

<b>Tech Savvy</b>	<b>effectiveness.</b>  <b>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</b>	<b>Bold</b>  <b>Ambitious</b>
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